

The National
CITIZEN SURVEY™

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**Summary Report for
The Town of Blacksburg, VA**



Submitted by:

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May 2003



SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and The International City and County Management Association (ICMA).

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 137 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 915 residents, for a response rate of 32%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 915 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

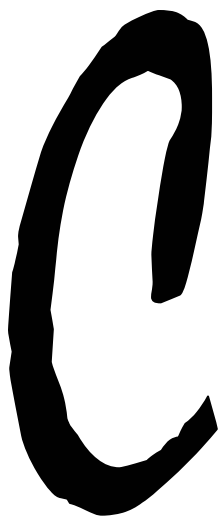
The results were weighted to reflect the demographic profile of all residents in the Town of Blacksburg. (For more information on the survey methodology, see Appendix II in the Report of Results. A copy of the survey materials can be found in Appendix III of the Report of Results.)

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.



COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Blacksburg. They also evaluated characteristics of the community, and gave their perceptions of safety in the Town of Blacksburg. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Blacksburg.

- **QUALITY OF LIFE**

When asked to rate the overall quality of life in Blacksburg, 28% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” Blacksburg as a place to live received an average rating of 75 on a 100-point scale.

- **RATINGS OF COMMUNITY CHARACTERISTICS IN BLACKSBURG**

The highest rated characteristics of Blacksburg were overall appearance, openness and acceptance, and opportunities to attend cultural events. When asked about potential problems in Blacksburg, the three concerns rated by the highest proportion of respondents as a “major problem” were traffic congestion, too much growth, and noise. The rate of population growth in Blacksburg was viewed as “too fast” by 44% of respondents, while 6% thought it was “too slow”.

- **PERCEPTIONS OF SAFETY**

When evaluating safety in the community, 89% of respondents felt “somewhat” or “very safe” from violent crimes in Blacksburg. In their neighborhood after dark, 91% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 13% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 73% had reported it to police.

- **COMMUNITY PARTICIPATION**

Participation in the civic, social and economic life of Blacksburg during the past year was assessed on the survey. Among those completing the questionnaire, 87% reported visiting a Blacksburg park in the past year.



LOCAL GOVERNMENT

Several aspects of the government of the Town of Blacksburg were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the Town of Blacksburg. Those who had any contact with a Town of Blacksburg employee in the past year gave their impressions of the most recent encounter.

- **PUBLIC TRUST**

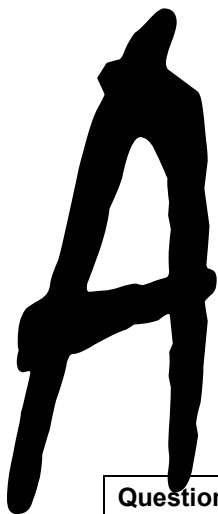
When asked to evaluate whether they were pleased with the overall direction taken by the Town of Blacksburg, residents gave an average rating of 71 on a 100-point scale.

- **SERVICES PROVIDED BY BLACKSBURG**

The overall quality of services provided by the Town of Blacksburg was rated as 70 on a 100-point scale.

- **THE TOWN OF BLACKSBURG EMPLOYEES**

Impressions of the Town of Blacksburg employees were assessed on the questionnaire. Those who had been in contact with a Town of Blacksburg employee in the past year (41%) rated their overall impression as 71 on a 100-point scale.



ADDITIONAL QUESTIONS

Three additional questions were asked by the Town of Blacksburg as listed below. The results for these questions are also available in the Report of Results.

Question #1: To what extent would you support or oppose the Town of Blacksburg developing a civic center/exhibit hall facility that would serve multiple purposes and be marketed to attract small conventions and exhibitions that will contribute to economic development?	
	Percent of Respondents
strongly support	36%
somewhat support	30%
neither support nor oppose	14%
somewhat oppose	12%
strongly oppose	8%
Total	100%

Question #2: To what extent do you agree or disagree that historic preservation should be a Town of Blacksburg priority?	
	Percent of Respondents
strongly agree	34%
somewhat agree	37%
neither agree nor disagree	15%
somewhat disagree	10%
strongly disagree	4%
Total	100%

Question #3: Increasing local taxes or cutting services and programs					
	strongly support	somewhat support	neither support nor oppose	somewhat oppose	Total
To what extent do you support or oppose increasing local taxes and fees to maintain services and programs?	13%	45%	23%	18%	100%
To what extent do you support or oppose making cuts to services and programs?	7%	22%	29%	42%	100%
Note: "Don't Know" responses are removed					

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**Report of Results for
The Town of Blacksburg, VA**



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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and The International Town/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The Town of Blacksburg staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. Town of Blacksburg staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 137 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 915 residents, for a response rate of 32%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 915 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the Town of Blacksburg. (For more information on the survey methodology, see Appendix II. A copy of the survey materials can be found in Appendix III.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

- 1) Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
- 2) Selecting households at random within the jurisdiction.

- 3) Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- 4) Selecting the respondent within the household using an unbiased sampling procedure¹.
- 5) Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- 6) Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
- 7) Providing a self-addressed, postage-paid return envelope.
- 8) Offering the survey in Spanish when appropriate and requested by Town officials.
- 9) Using the most recent available information about the characteristics of jurisdiction residents to reweight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

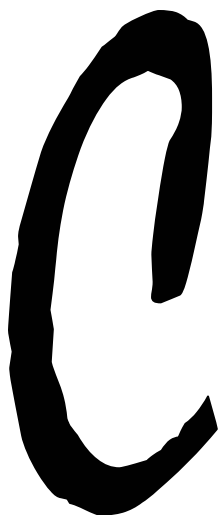
“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix I. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.



COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Blacksburg. They also evaluated characteristics of the community, and gave their perceptions of safety in the Town of Blacksburg. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Blacksburg.

QUALITY OF LIFE

When asked to rate the overall quality of life in Blacksburg, 28% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.” Blacksburg as a place to live received an average rating of 75 on a 100-point scale. Other ratings can be seen in the charts on the following page.

Figure 1: Overall Quality of Life in Blacksburg

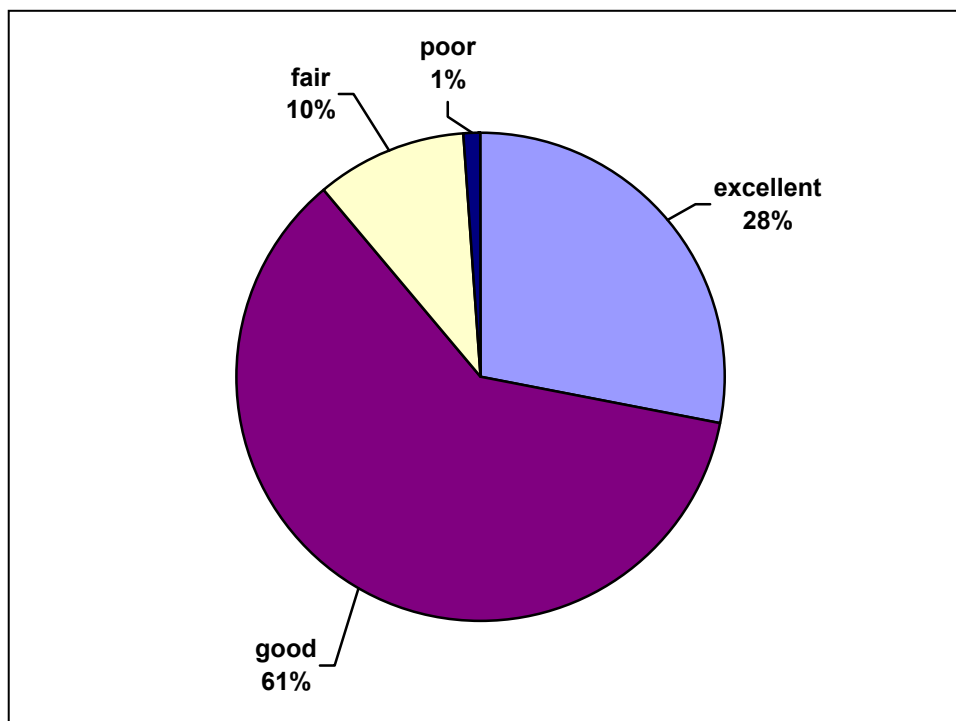


Figure 2: Quality of Life Ratings

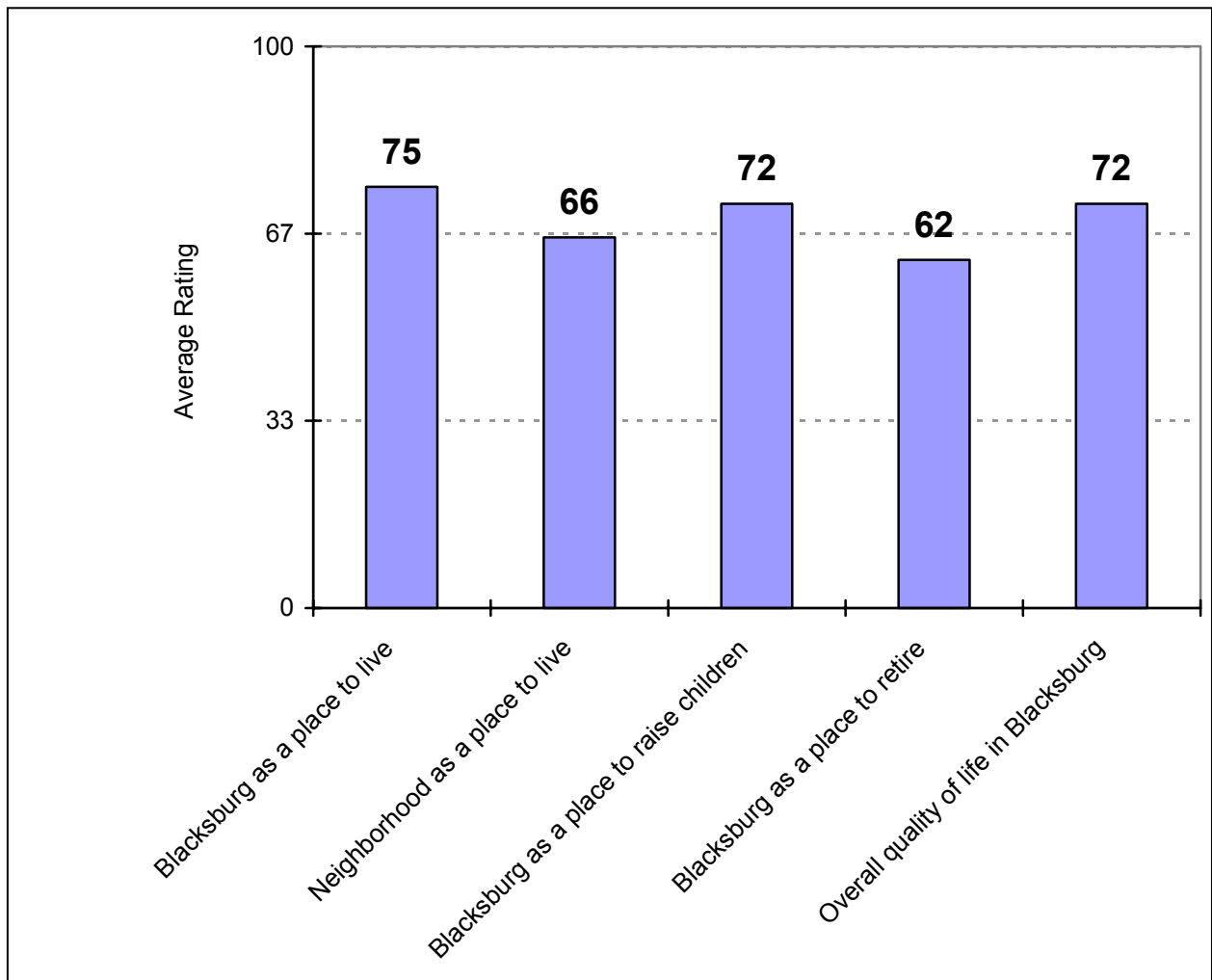


Figure 2b: Quality of Life Ratings					
	excellent	good	fair	poor	Total
How do you rate Blacksburg as a place to live?	36%	52%	11%	1%	100%
How do you rate your neighborhood as a place to live?	25%	51%	20%	3%	100%
How do you rate Blacksburg as a place to raise children?	39%	41%	16%	4%	100%
How do you rate Blacksburg as a place to retire?	27%	42%	23%	8%	100%
How do you rate the overall quality of life in Blacksburg?	28%	61%	10%	1%	100%
Note: "Don't Know" responses are removed					

RATINGS OF COMMUNITY CHARACTERISTICS IN BLACKSBURG

The highest rated characteristics of Blacksburg were overall appearance, openness and acceptance, and opportunities to attend cultural events. When asked about potential problems in Blacksburg, the three concerns rated by the highest proportion of respondents as a “major problem” were traffic congestion, too much growth, and noise. The rate of population growth in Blacksburg was viewed as “too fast” by 44% of respondents, while 6% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities

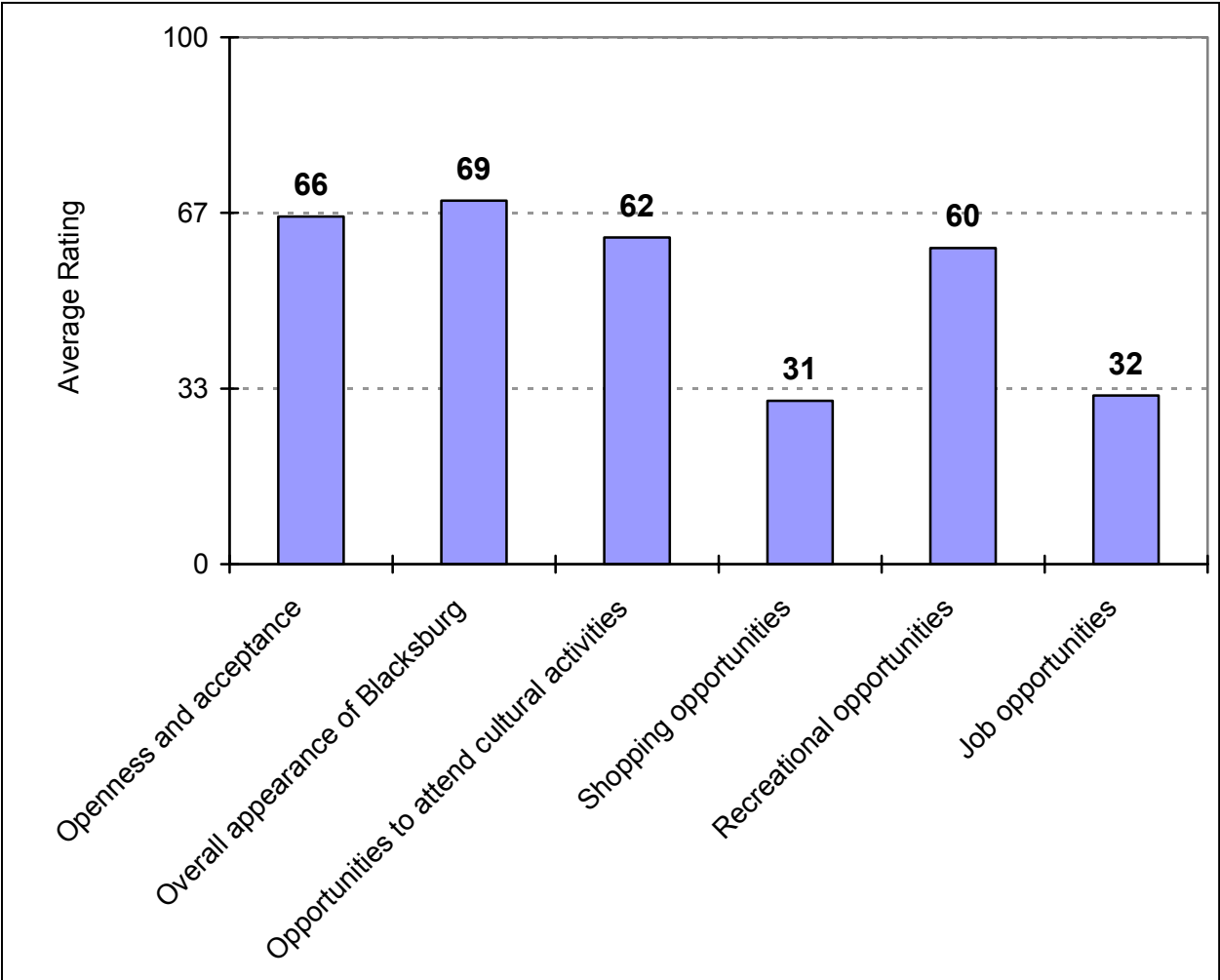


Figure 3b: Characteristics of the Community: General and Opportunities					
	excellent	good	fair	poor	Total
Openness and acceptance of the community towards people of diverse backgrounds	26%	50%	20%	4%	100%
Overall appearance of Blacksburg	26%	58%	15%	1%	100%
Opportunities to attend cultural activities	26%	41%	26%	7%	100%
Shopping opportunities	4%	21%	40%	35%	100%
Recreational opportunities	22%	42%	29%	6%	100%
Job opportunities	2%	21%	49%	28%	100%
Note: "Don't Know" responses are removed					

Figure 4: Characteristics of the Community: Access

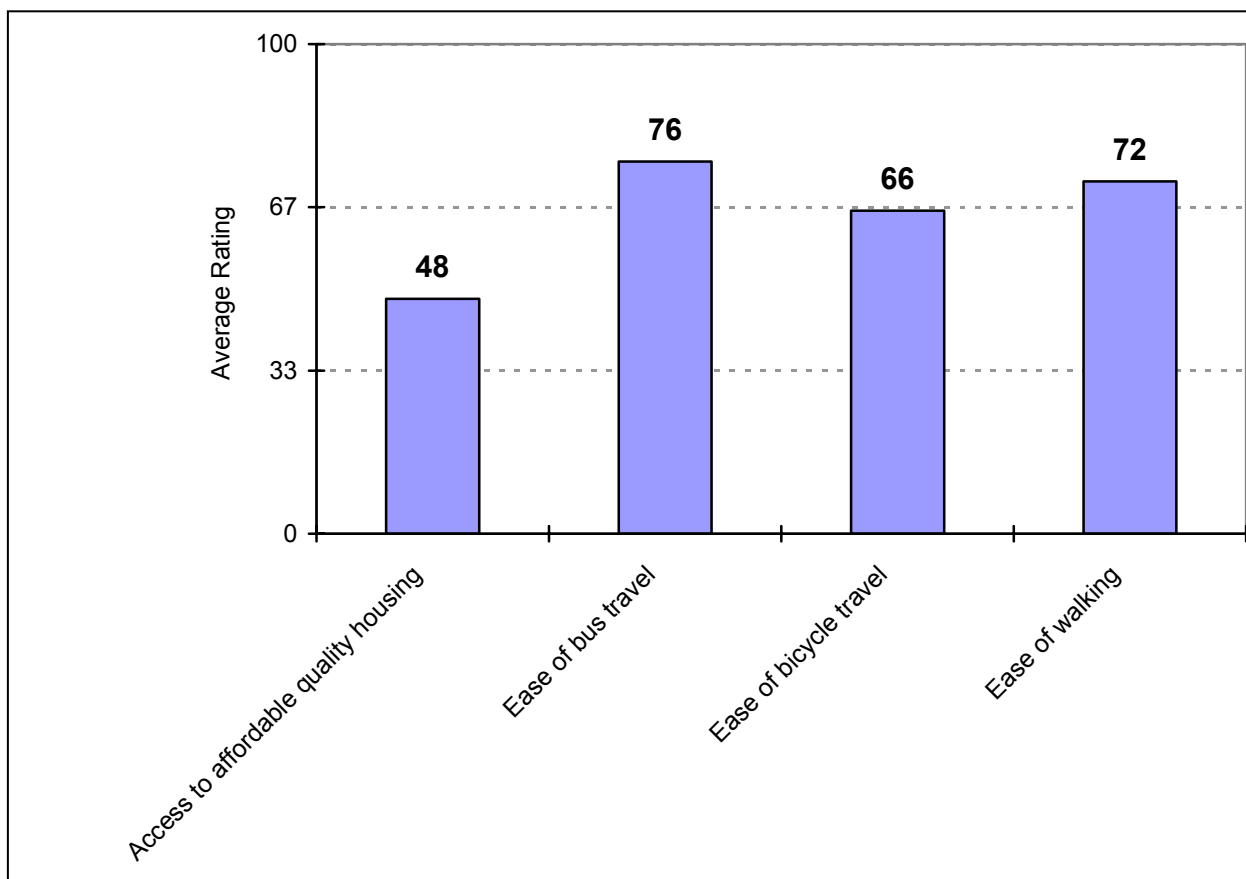


Figure 4b: Characteristics of the Community: Access and Mobility

	excellent	good	fair	poor	Total
Access to affordable quality housing	13%	37%	31%	19%	100%
Ease of bus travel in Blacksburg	46%	41%	11%	2%	100%
Ease of bicycle travel in Blacksburg	27%	49%	19%	5%	100%
Ease of walking in Blacksburg	36%	47%	14%	2%	100%
Note: "Don't Know" responses are removed					

Figure 5: Ratings of Potential Problems in Blacksburg

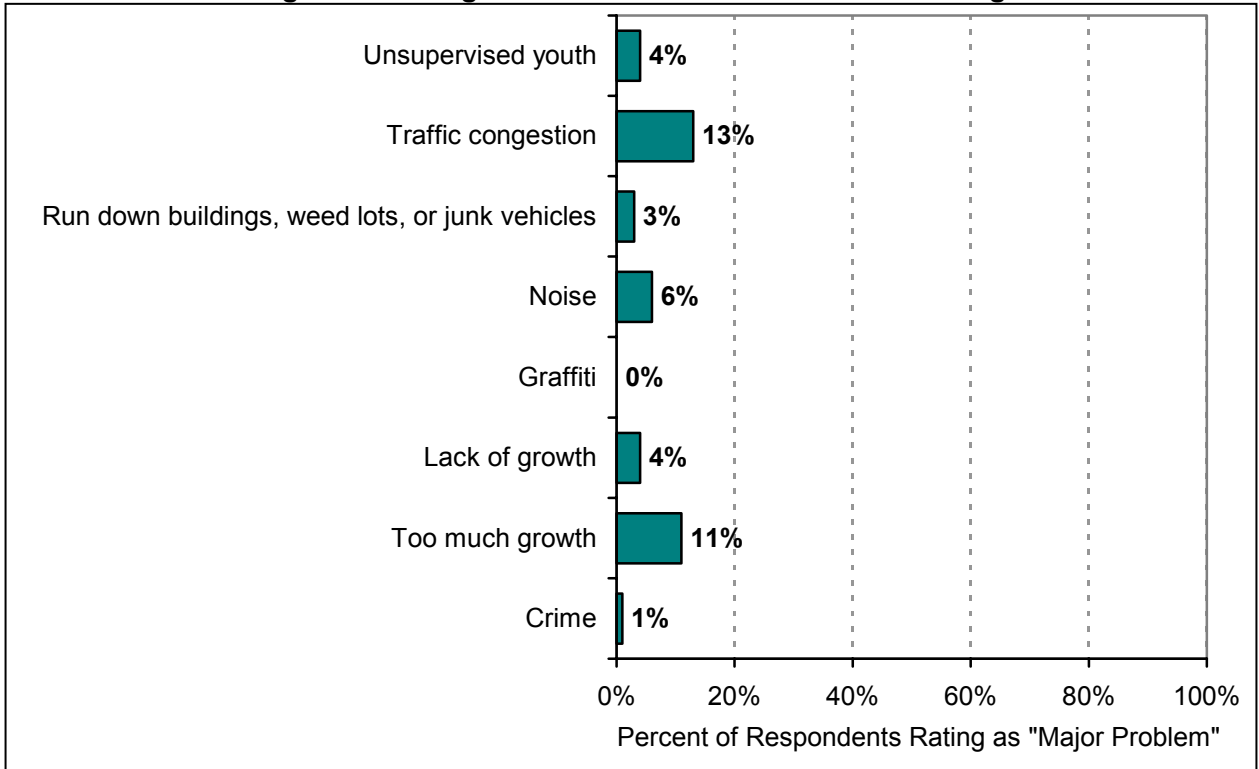
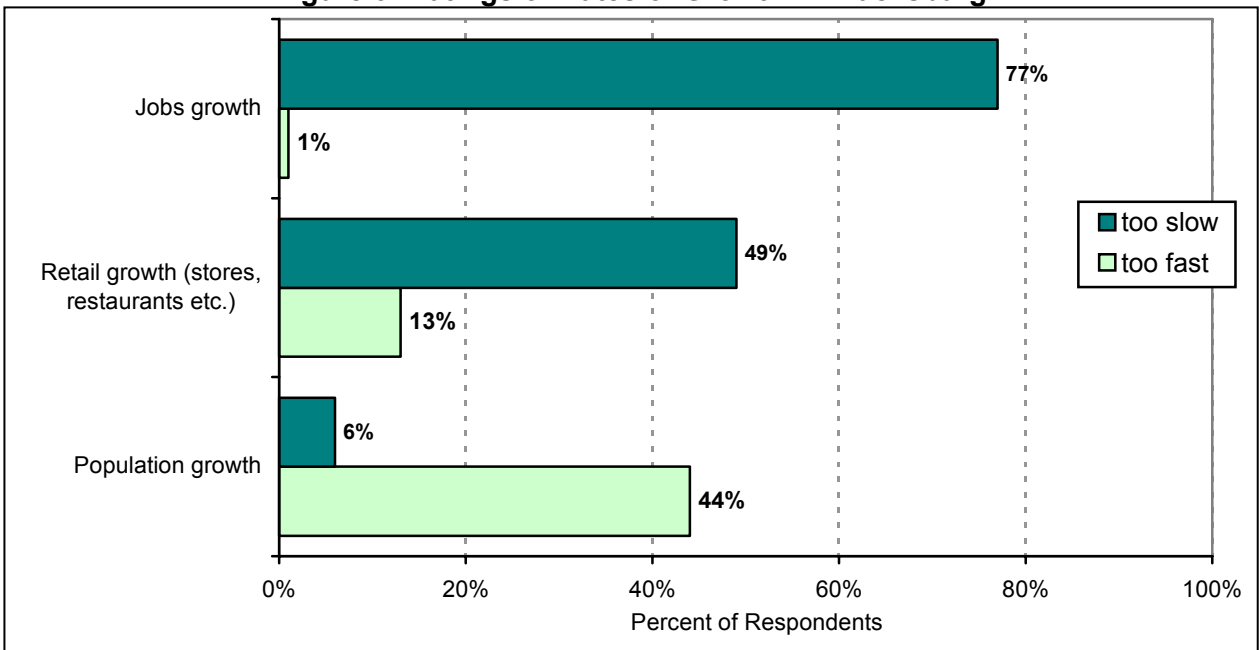


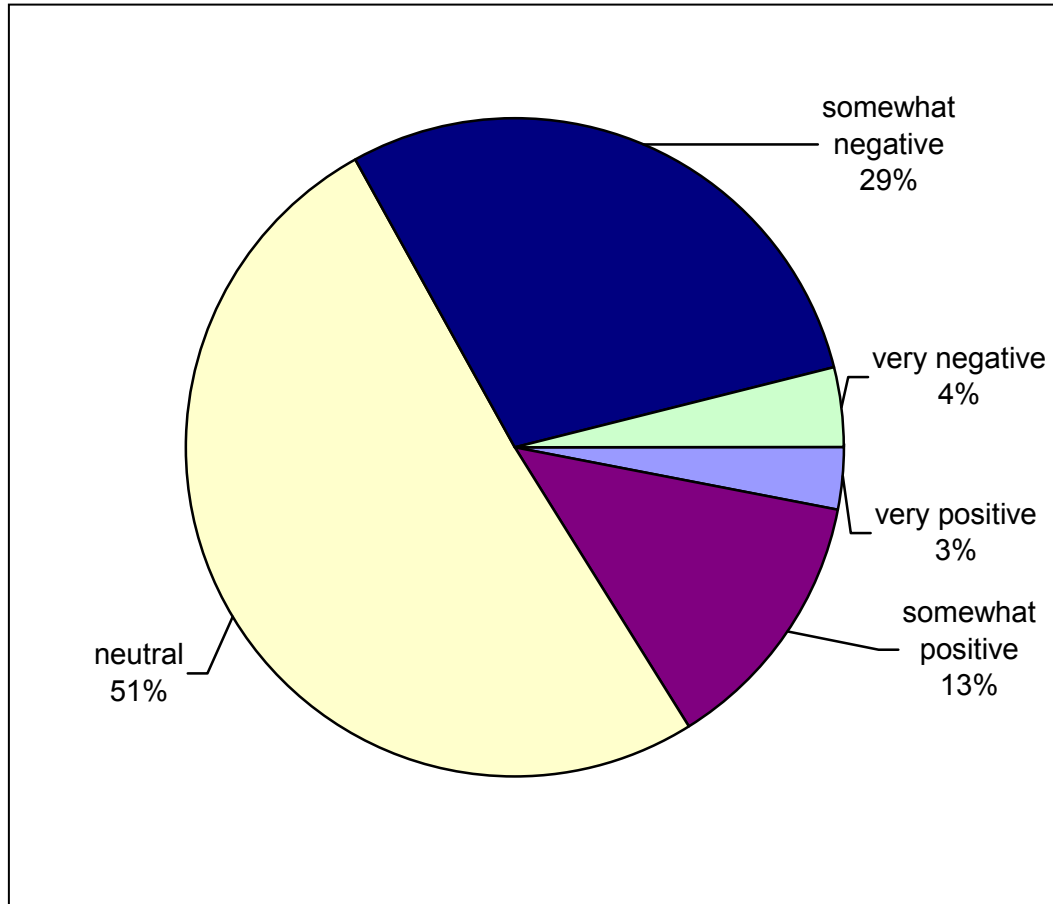
Figure 6: Ratings of Rates of Growth in Blacksburg



*Note: Responses of "neither too fast nor too slow" were omitted.

Figure 7: Perceptions of Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be . . .



PERCEPTIONS OF SAFETY

When evaluating safety in the community, 89% of respondents felt “somewhat” or “very safe” from violent crimes in Blacksburg. In their neighborhood after dark, 91% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 13% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 73% had reported it to police.

Figure 8: Ratings of Safety from Various Problems in Blacksburg

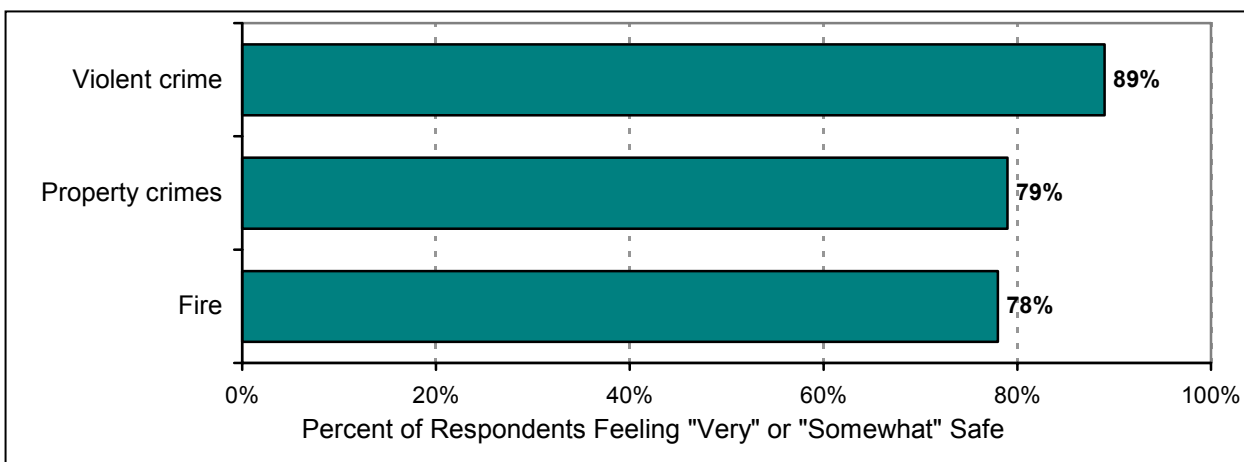


Figure 9: Ratings of Safety in Various Areas in Blacksburg

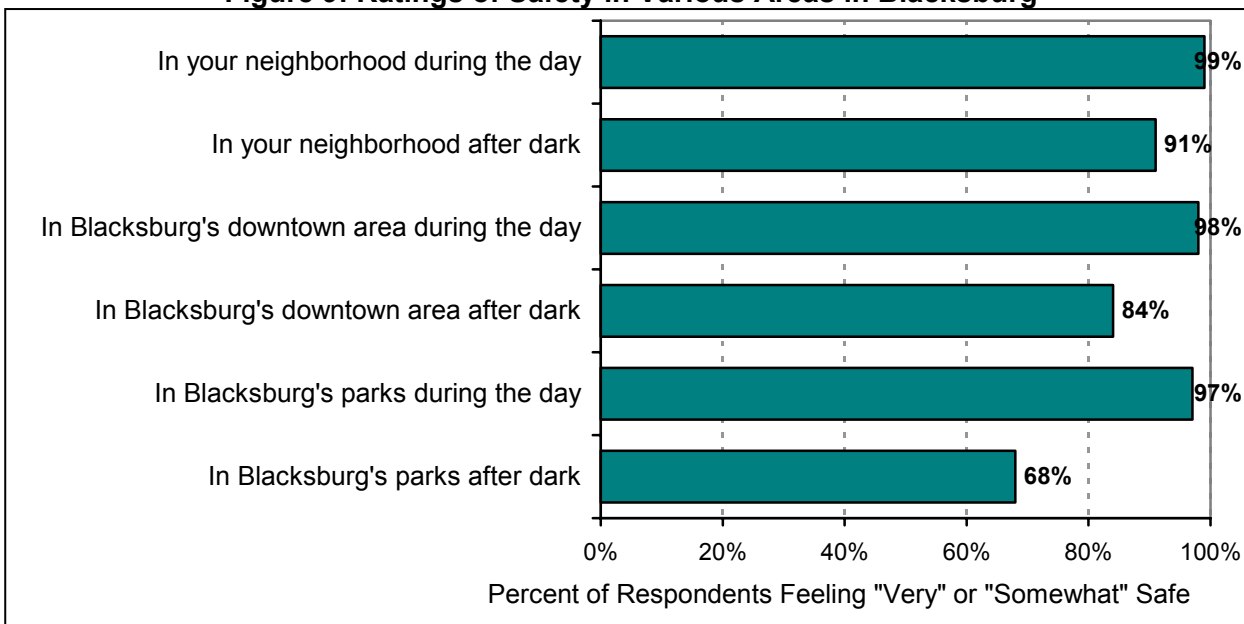


Figure 10: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

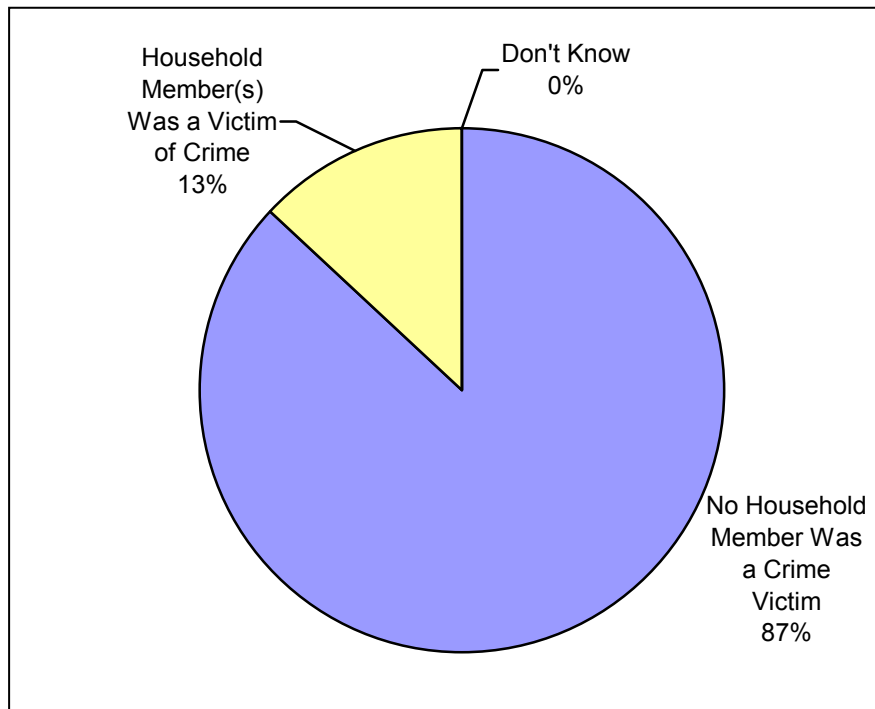
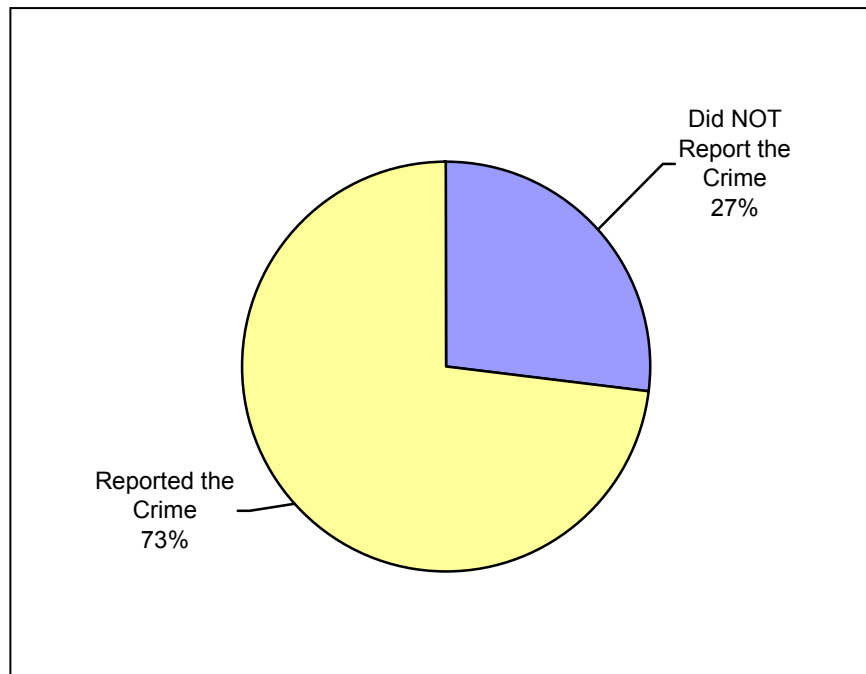


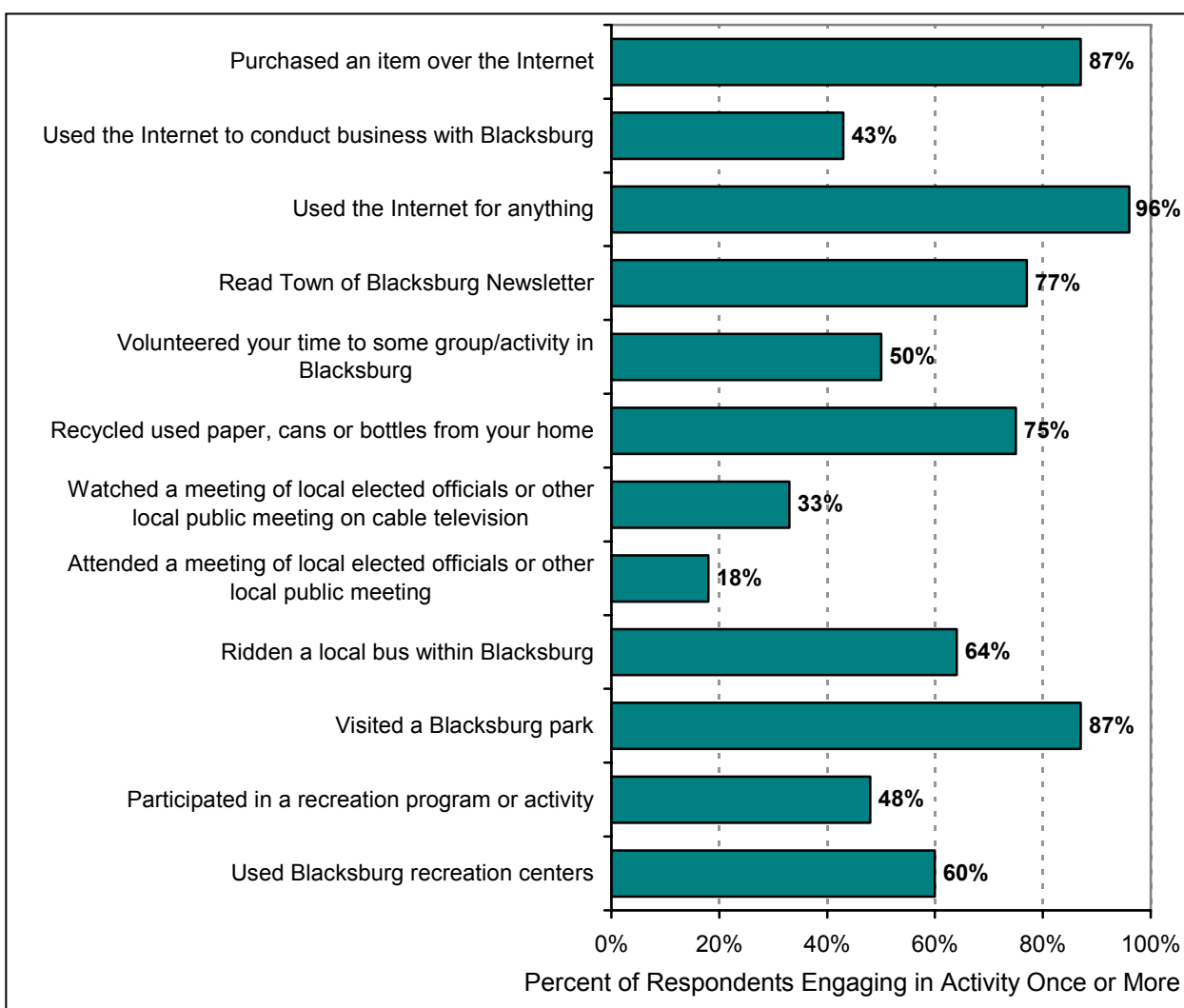
Figure 11: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



COMMUNITY PARTICIPATION

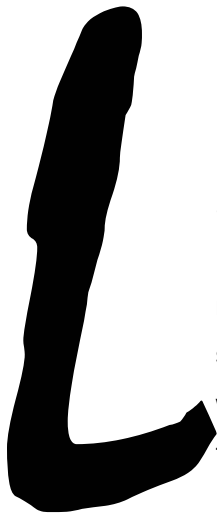
Participation in the civic, social and economic life of Blacksburg during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Voter status was also estimated.² Among those completing the questionnaire, 87% reported visiting a Blacksburg park in the past year.

Figure 12: Percent of Respondents Engaging in Various Activities in Blacksburg in the Past Year



² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

Figure 13: Voter Status			
	no	yes	Total
Did you vote in the last election?	41%	59%	100%
Are you likely to vote in the next election?	19%	81%	100%



LOCAL GOVERNMENT

Several aspects of the government of the Town of Blacksburg were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the Town of Blacksburg. Those who had any contact with a Town of Blacksburg employee in the past year gave their impressions of the most recent encounter.

PUBLIC TRUST

When asked to evaluate whether they felt they received good value for taxes they paid, residents gave an average rating of 71 on a 100-point scale.

Figure 14: Ratings of Public Trust

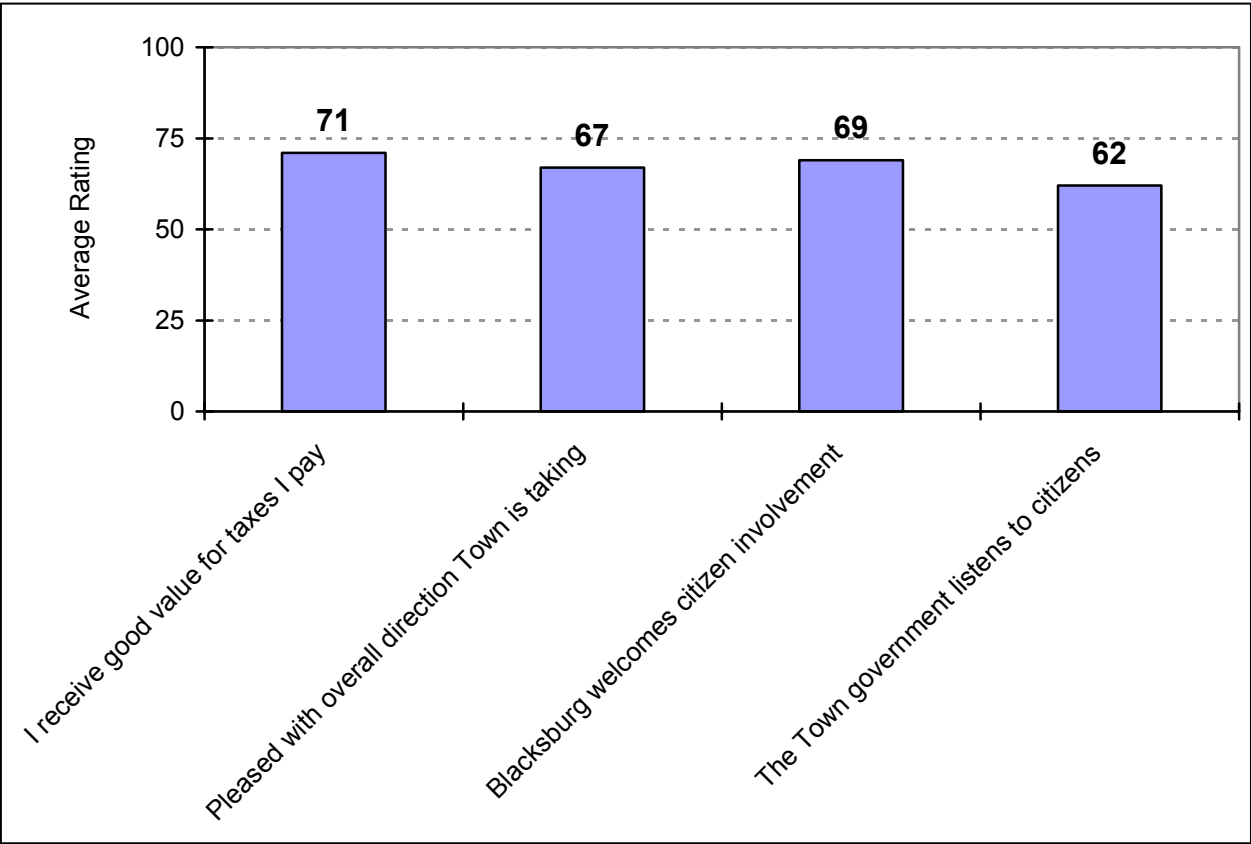


Figure 14b: Public Trust Ratings						
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	Total
I receive good value for the Town of Blacksburg taxes I pay	22%	48%	23%	5%	3%	100%
I am pleased with the overall direction that the Town of Blacksburg is taking	17%	51%	19%	9%	4%	100%
The Town of Blacksburg government welcomes citizen involvement	22%	44%	23%	8%	3%	100%
The Town of Blacksburg government listens to citizens	14%	43%	26%	11%	6%	100%
Note: "Don't Know" responses are removed						

SERVICES PROVIDED BY BLACKSBURG

The overall quality of services provided by the Town of Blacksburg was rated as 70 on a 100-point scale. Ratings given to specific services are shown on the following pages.

Figure 15: Overall Quality of Services Provided by the Town of Blacksburg

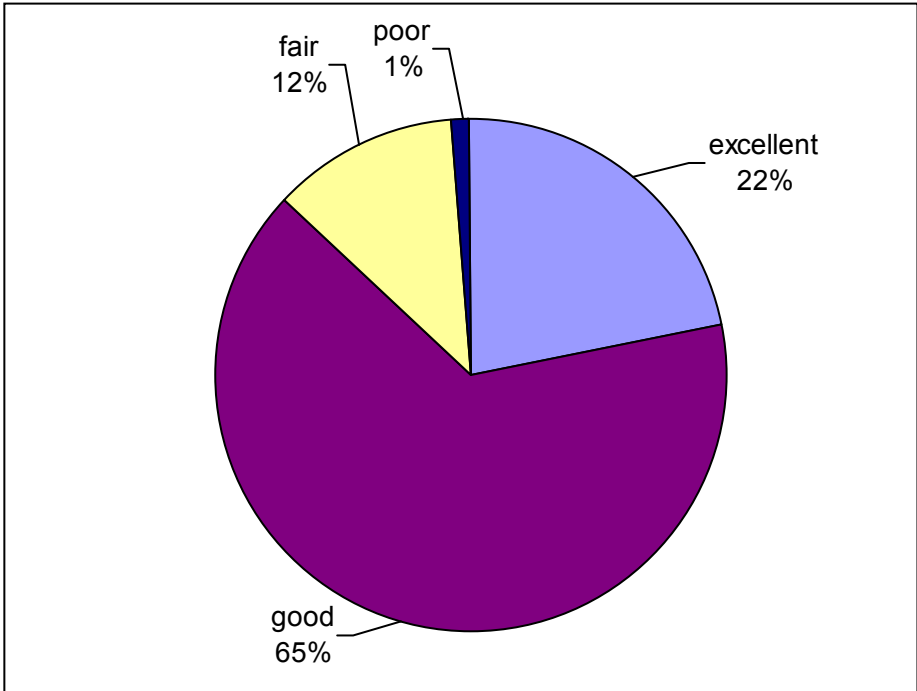


Figure 16: Rating of Overall Quality of Services Provided by Various Levels of Government

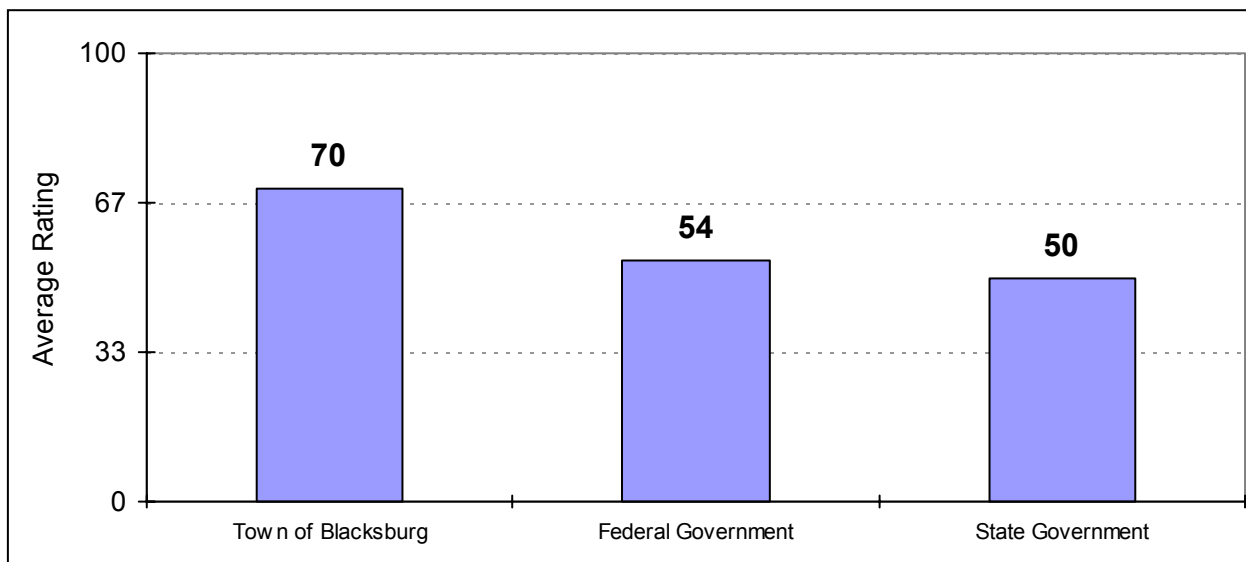


Figure 16b: Overall Quality of Services: Town of Blacksburg, Federal Government and State Government					
	excellent	good	fair	poor	Total
Overall, how would you rate the quality of the services provided by the Town of Blacksburg?	22%	65%	12%	1%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	9%	50%	33%	8%	100%
Overall, how would you rate the quality of the services provided by the State Government?	6%	49%	32%	12%	100%
Note: "Don't Know" responses are removed					

Figure 17: Quality of Public Safety Services

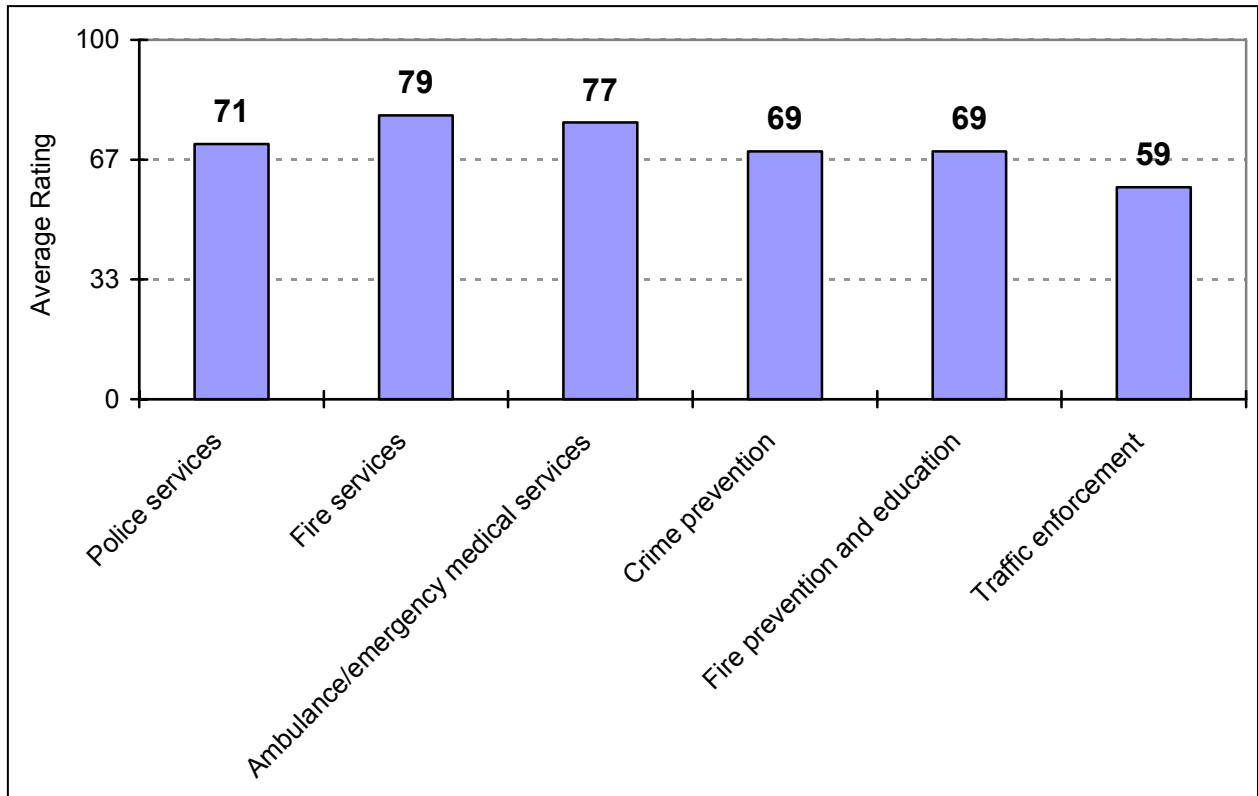


Figure 17b: Quality of Public Safety Services

	excellent	good	fair	poor	Total
Police services	34%	50%	11%	5%	100%
Fire services	43%	51%	5%	1%	100%
Ambulance/emergency medical services	42%	50%	6%	2%	100%
Crime prevention	26%	59%	13%	3%	100%
Fire prevention and education	27%	55%	15%	3%	100%
Traffic enforcement	16%	53%	22%	9%	100%
Note: "Don't Know" responses are removed					

Figure 18: Quality of Transportation Services

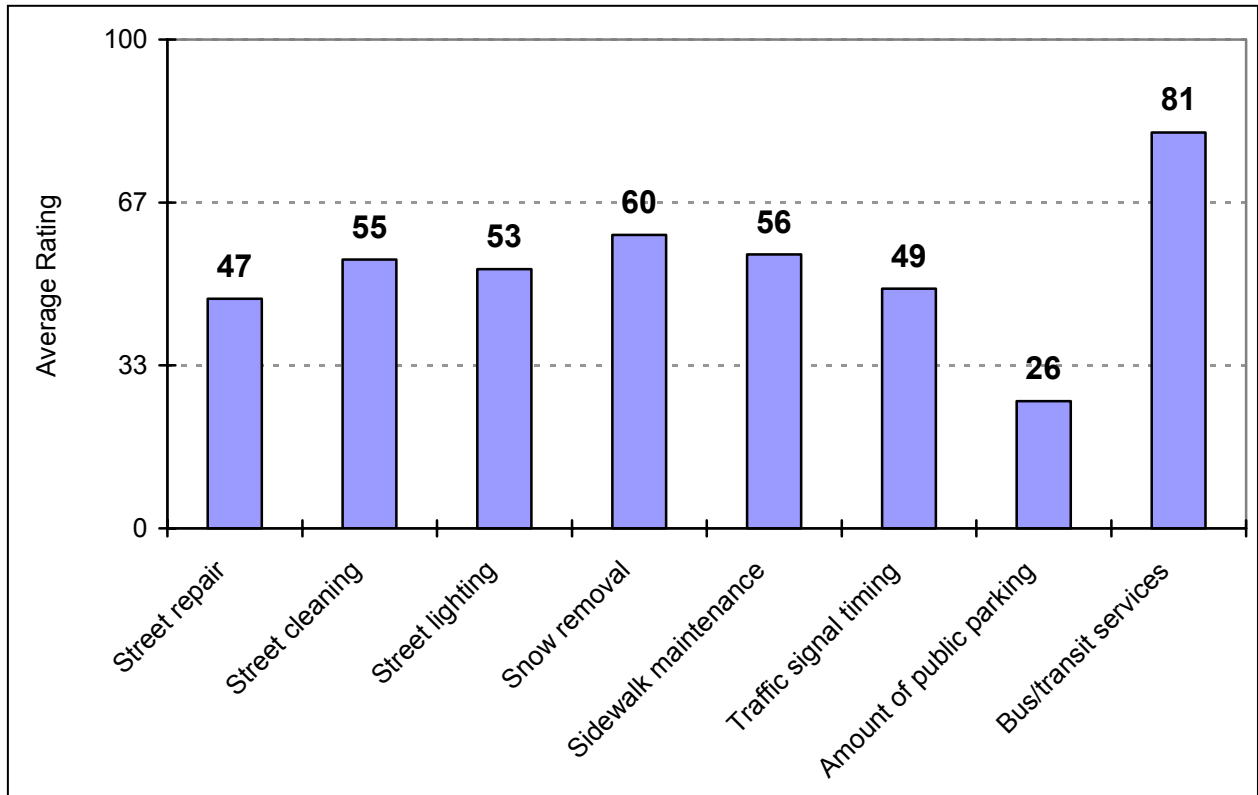


Figure 18b: Quality of Transportation Services

	excellent	good	fair	poor	Total
Street repair	10%	37%	35%	17%	100%
Street cleaning	15%	44%	32%	9%	100%
Street lighting	13%	45%	31%	11%	100%
Snow removal	23%	43%	24%	10%	100%
Sidewalk maintenance	14%	48%	30%	8%	100%
Traffic signal timing	10%	43%	30%	17%	100%
Amount of public parking	4%	16%	35%	45%	100%
Bus/transit services	53%	39%	7%	2%	100%

Note: "Don't Know" responses are removed

Figure 19: Quality of Leisure Services

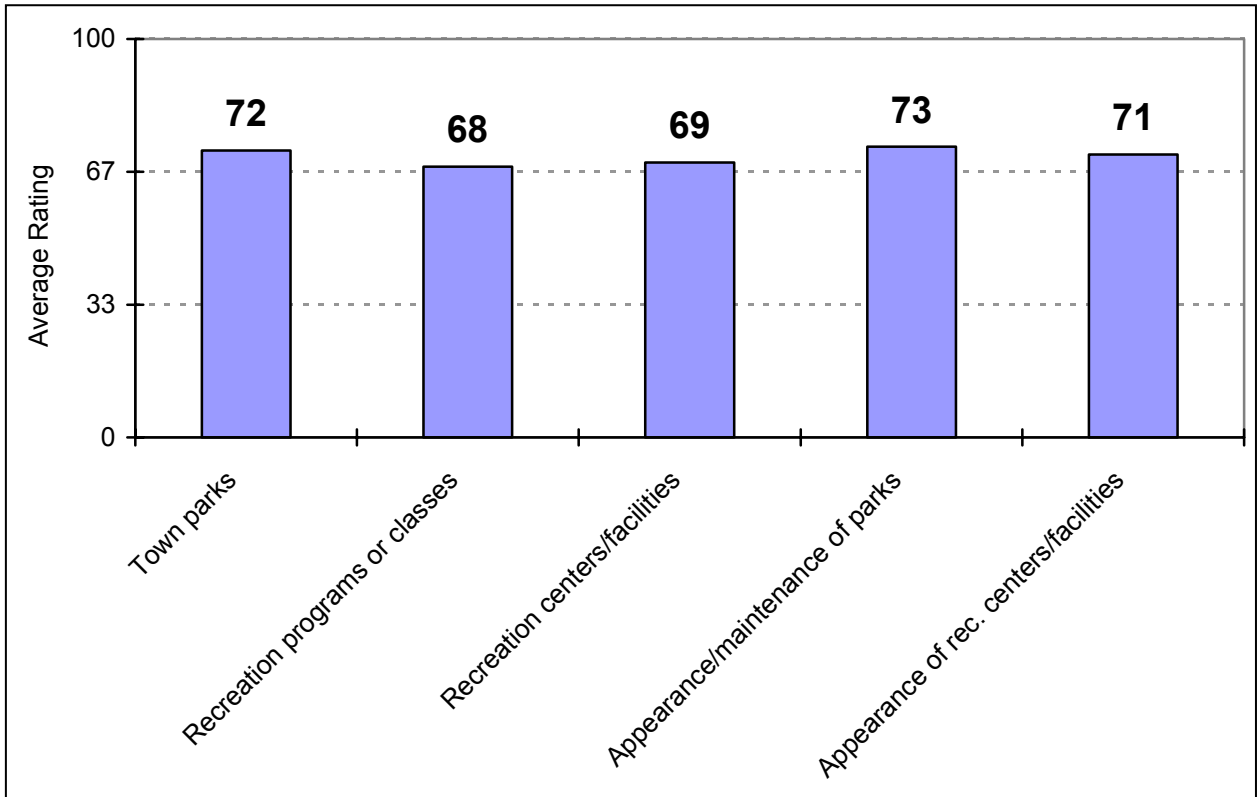


Figure 19b: Quality of Leisure Services

	excellent	good	fair	poor	Total
Town parks	30%	58%	11%	1%	100%
Recreation programs or classes	27%	54%	17%	2%	100%
Recreation centers/facilities	26%	56%	14%	3%	100%
Appearance/maintenance of parks	30%	59%	10%	1%	100%
Appearance of recreation centers/facilities	27%	60%	12%	1%	100%
Note: "Don't Know" responses are removed					

Figure 20: Quality of Utility Services

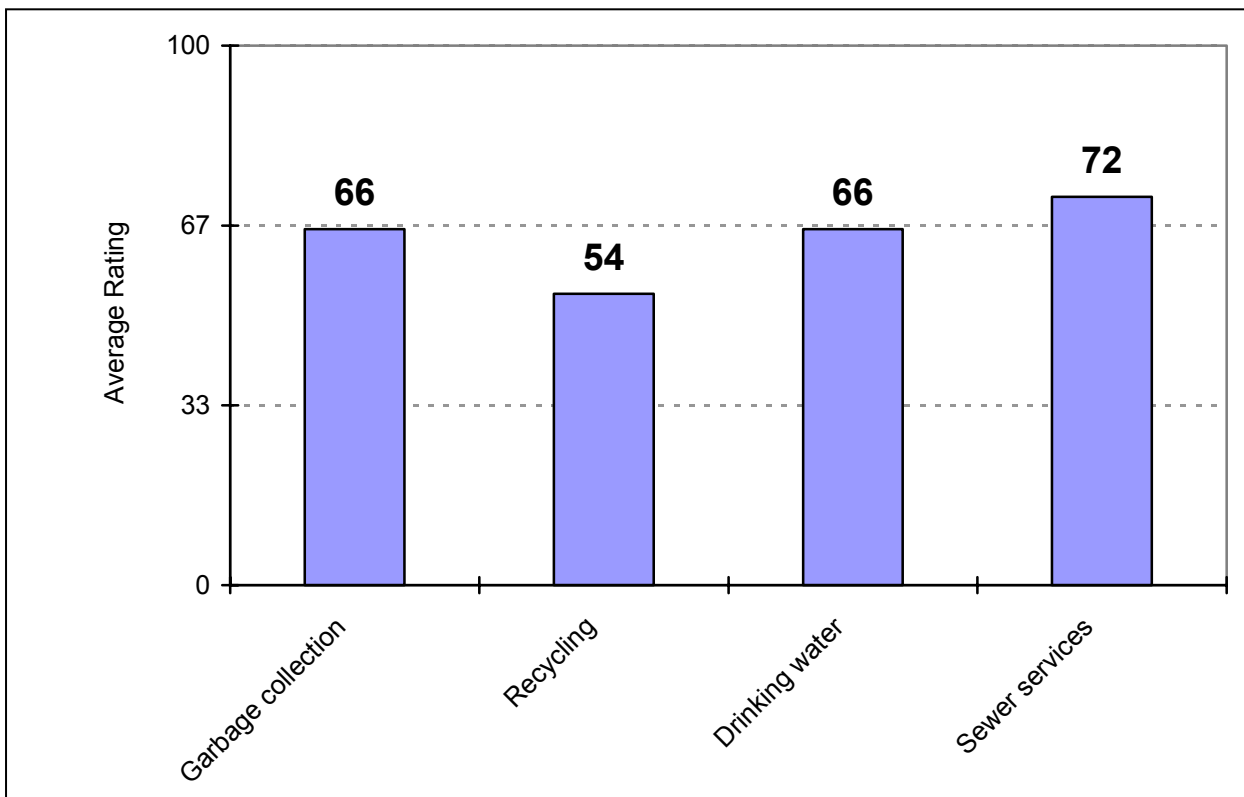


Figure 20b: Quality of Utility Services					
	excellent	good	fair	poor	Total
Garbage collection	30%	47%	17%	6%	100%
Recycling	19%	41%	23%	17%	100%
Drinking water	31%	45%	18%	7%	100%
Sewer services	32%	55%	10%	3%	100%
Note: "Don't Know" responses are removed					

Figure 21: Quality of Planning and Code Enforcement Services

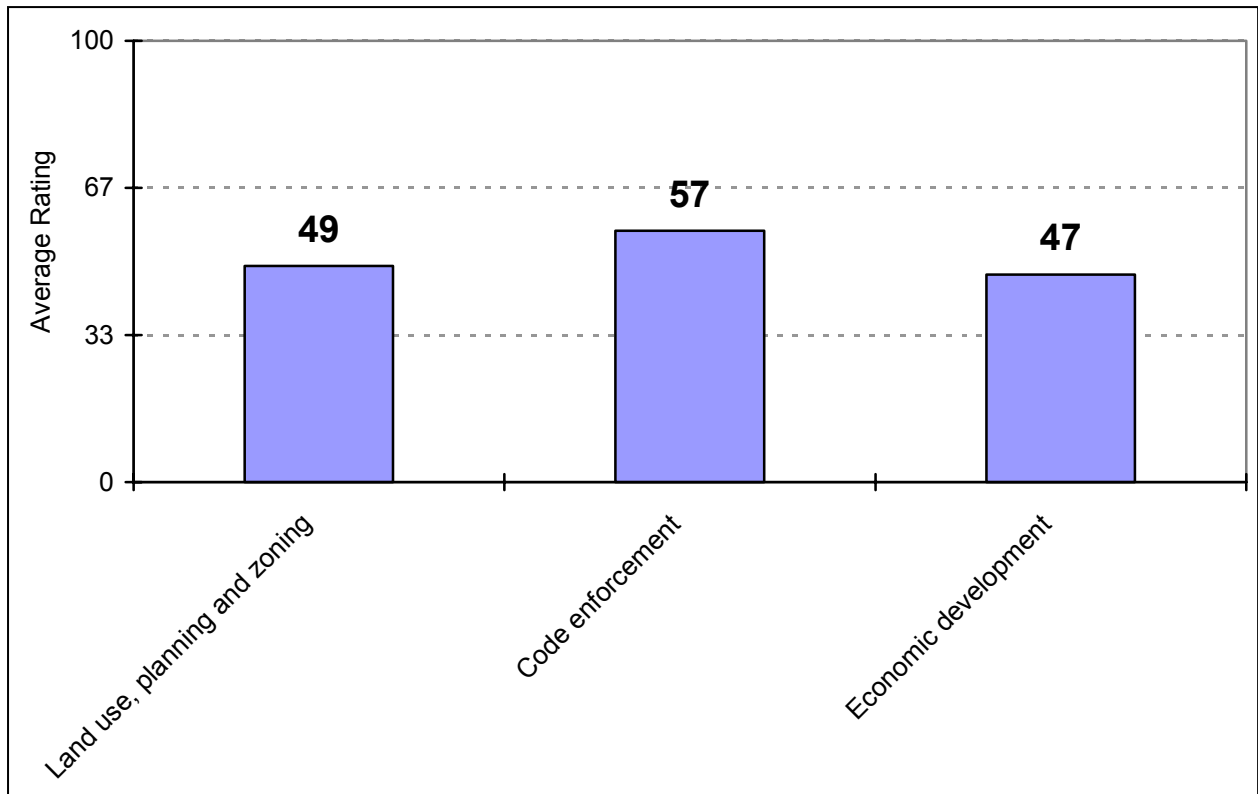


Figure 21b: Quality of Planning and Code Enforcement Services

	excellent	good	fair	poor	Total
Land use, planning and zoning	7%	44%	37%	11%	100%
Code enforcement (weeds, abandoned buildings, etc)	14%	49%	30%	7%	100%
Economic development	7%	40%	41%	12%	100%

Note: "Don't Know" responses are removed

Figure 22: Quality of Services to Special Populations and Other Services

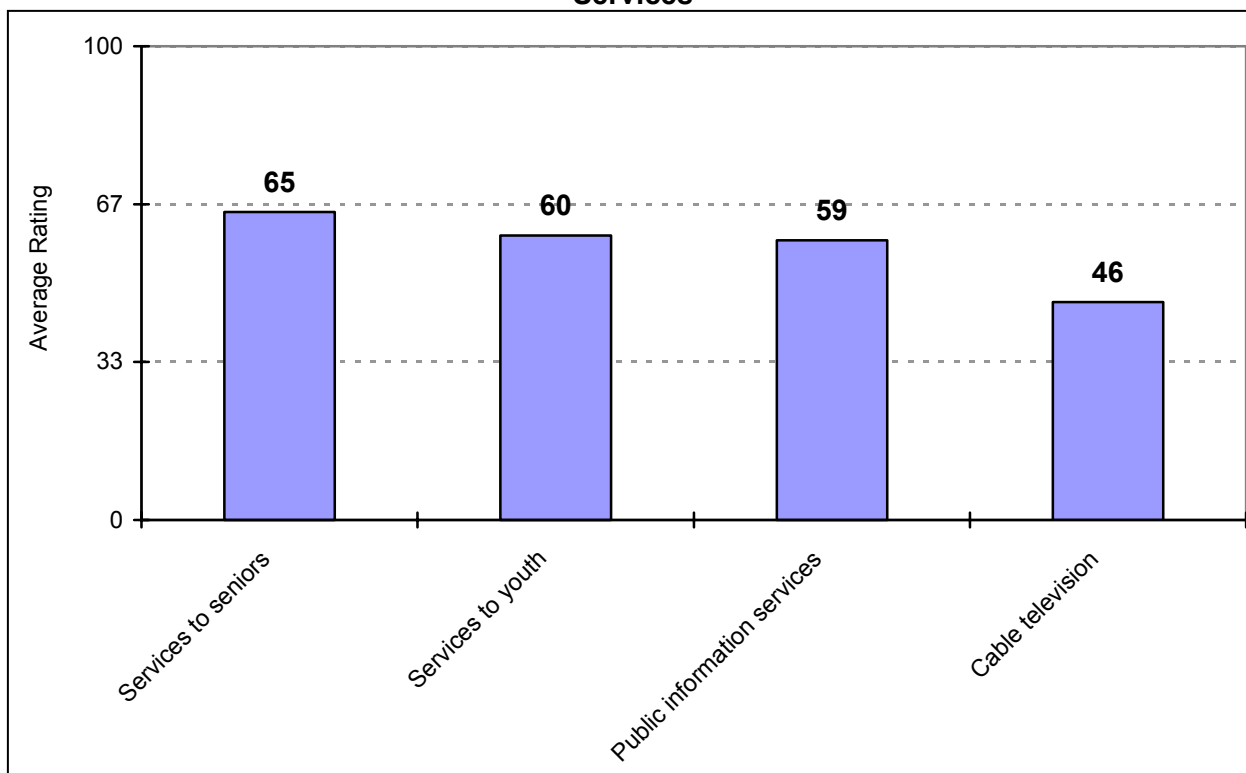


Figure 22b: Quality of Services to Special Populations and Other Services

	excellent	good	fair	poor	Total
Services to seniors	20%	58%	18%	4%	100%
Services to youth	16%	54%	24%	6%	100%
Public information services	15%	51%	30%	4%	100%
Cable television	13%	36%	30%	22%	100%
Note: "Don't Know" responses are removed					

THE TOWN OF BLACKSBURG EMPLOYEES

Impressions of the Town of Blacksburg employees were assessed on the questionnaire. Those who had been in contact with a Town of Blacksburg employee in the past year (41%) rated their overall impression as 71 on a 100-point scale.

Figure 23: Percent of Respondents Who Had Contact with a Town of Blacksburg Employee

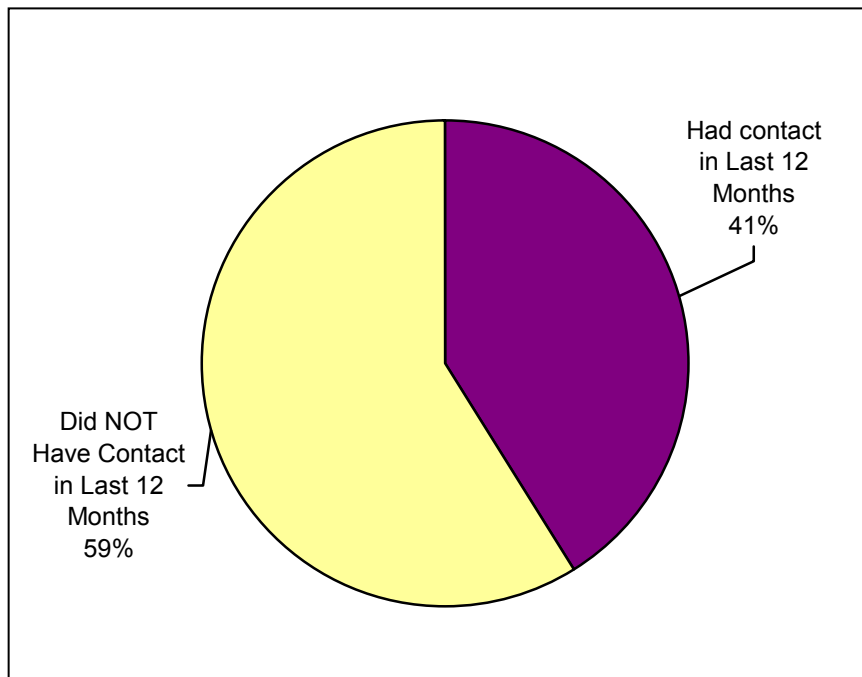


Figure 24: Ratings of Contact with the Town of Blacksburg Employees

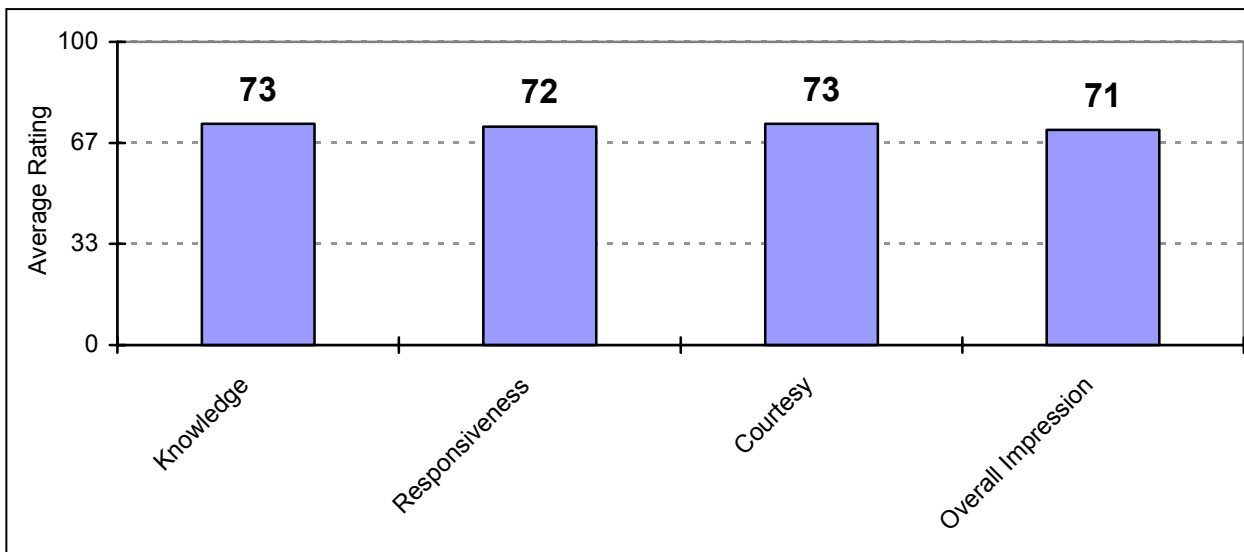
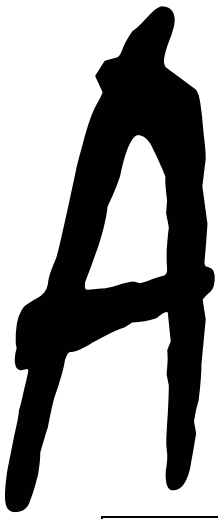


Figure 24b: Impression of Contact with Employees

	excellent	good	fair	poor	Total
Knowledge	39%	45%	13%	3%	100%
Responsiveness	39%	44%	10%	6%	100%
Courtesy	44%	39%	11%	7%	100%
Overall Impression	37%	44%	13%	6%	100%
Note: "Don't Know" responses are removed					



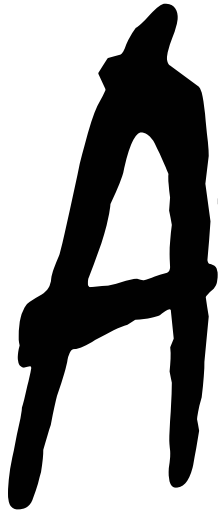
ADDITIONAL QUESTIONS

Three additional questions were asked by the Town of Blacksburg. The results for these questions are displayed below.

Question #1: To what extent would you support or oppose the Town of Blacksburg developing a civic center/exhibit hall facility that would serve multiple purposes and be marketed to attract small conventions and exhibitions that will contribute to economic development?	
	Percent of Respondents
strongly support	36%
somewhat support	30%
neither support nor oppose	14%
somewhat oppose	12%
strongly oppose	8%
Total	100%

Question #2: To what extent do you agree or disagree that historic preservation should be a Town of Blacksburg priority?	
	Percent of Respondents
strongly agree	34%
somewhat agree	37%
neither agree nor disagree	15%
somewhat disagree	10%
strongly disagree	4%
Total	100%

Question #3: Increasing local taxes or cutting services and programs					
	strongly support	somewhat support	neither support nor oppose	somewhat oppose	Total
To what extent do you support or oppose increasing local taxes and fees to maintain services and programs?	13%	45%	23%	18%	100%
To what extent do you support or oppose making cuts to services and programs?	7%	22%	29%	42%	100%
Note: "Don't Know" responses are removed					



APPENDIX I: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question #1: Quality of Life Ratings						
	excellent	good	fair	poor	don't know	Total
How do you rate Blacksburg as a place to live?	36%	52%	11%	1%	0%	100%
How do you rate your neighborhood as a place to live?	25%	51%	20%	3%	0%	100%
How do you rate Blacksburg as a place to raise children?	32%	34%	13%	3%	18%	100%
How do you rate Blacksburg as a place to retire?	21%	33%	18%	6%	21%	100%
How do you rate the overall quality of life in Blacksburg?	28%	61%	10%	1%	0%	100%

Question #2: Please rate each of the following characteristics as they relate to Blacksburg as a whole						
	excellent	good	fair	poor	don't know	Total
Openness and acceptance of the community towards people of diverse backgrounds	24%	48%	19%	4%	4%	100%
Overall appearance of Blacksburg	26%	57%	15%	1%	0%	100%
Opportunities to attend cultural activities	24%	39%	24%	7%	5%	100%
Shopping opportunities	4%	21%	39%	35%	0%	100%
Recreational opportunities	22%	41%	28%	6%	3%	100%
Job opportunities	2%	18%	42%	24%	14%	100%
Access to affordable quality housing	12%	35%	29%	18%	6%	100%
Ease of bus travel in Blacksburg	39%	35%	10%	2%	13%	100%
Ease of bicycle travel in Blacksburg	22%	41%	16%	4%	16%	100%
Ease of walking in Blacksburg	35%	46%	14%	2%	2%	100%

Question #3: Please rate the speed of growth in the following categories in Blacksburg over the past two years							
	much too slow	somewhat too slow	right amount	somewhat too fast	much too fast	don't know	Total
Population growth	1%	3%	38%	25%	7%	25%	100%
Retail growth (stores, restaurants etc.)	10%	31%	31%	8%	3%	17%	100%
Jobs growth	14%	40%	15%	0%	0%	30%	100%

Question #4: To what degree are the following problems in Blacksburg						
	not a problem	minor problem	moderate problem	major problem	don't know	Total
Crime	28%	55%	10%	1%	7%	100%
Too much growth	36%	23%	17%	10%	14%	100%
Lack of growth	48%	21%	12%	3%	16%	100%
Graffiti	55%	31%	6%	0%	8%	100%
Noise	35%	37%	21%	6%	2%	100%
Run down buildings, weed lots, or junk vehicles	39%	41%	13%	3%	3%	100%
Traffic congestion	16%	37%	33%	13%	1%	100%
Unsupervised youth	41%	32%	10%	3%	15%	100%

Question #5: Please rate how safe you feel from the following occurring to you in Blacksburg							
	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe	don't know	Total
Violent crime (e.g., rape, assault, robbery)	55%	33%	7%	4%	1%	1%	100%
Property crimes (e.g., burglary, theft)	31%	48%	12%	6%	2%	1%	100%
Fire	39%	36%	17%	3%	1%	3%	100%

Question #6: Please rate how safe you feel:							
	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe	don't know	Total
In your neighborhood during the day	87%	12%	1%	0%	0%	0%	100%
In your neighborhood after dark	50%	41%	4%	4%	1%	0%	100%
In Blacksburg's downtown area during the day	83%	14%	1%	1%	0%	1%	100%
In Blacksburg's downtown area after dark	36%	46%	9%	6%	1%	3%	100%
In Blacksburg's parks during the day	72%	16%	2%	1%	0%	9%	100%
In Blacksburg's parks after dark	20%	31%	12%	10%	2%	25%	100%

Question #7: During the past twelve months, were you or anyone in your household the victim of any crime?		
		Percent of Respondents
During the past twelve months, were you or anyone in your household the victim of any crime?	no	87%
	yes	13%
	don't know	0%
Total		100%

Question #8: If yes, was this crime (these crimes) reported to the police?		
		Percent of Respondents
If yes, was this crime (these crimes) reported to the police?	no	27%
	yes	73%
Total		100%

Question #9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the Town of Blacksburg?						
	never	once or twice	3 to 12 times	13 to 26 times	more than 26 times	Total
Used Blacksburg recreation centers	40%	25%	23%	5%	6%	100%
Participated in a recreation program or activity	52%	25%	15%	5%	3%	100%
Visited a Blacksburg park	13%	31%	36%	10%	10%	100%
Ridden a local bus within Blacksburg	36%	14%	14%	6%	31%	100%
Attended a meeting of local elected officials or other local public meeting	82%	12%	5%	0%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	67%	21%	9%	2%	1%	100%
Recycled used paper, cans or bottles from your home	25%	9%	13%	12%	41%	100%
Volunteered your time to some group/activity in Blacksburg	50%	18%	16%	6%	11%	100%
Read Town of Blacksburg Newsletter	23%	30%	41%	4%	3%	100%
Used the Internet for anything	4%	1%	3%	1%	91%	100%
Used the Internet to conduct business with Blacksburg	57%	19%	13%	3%	9%	100%
Purchased an item over the Internet	13%	16%	38%	15%	17%	100%

Question #10: How do you rate the quality of each of the following services in Blacksburg?						
	excellent	good	fair	poor	don't know	Total
Police services	31%	45%	10%	5%	9%	100%
Fire services	30%	35%	3%	1%	31%	100%
Ambulance/emergency medical services	28%	34%	4%	1%	32%	100%
Crime prevention	20%	46%	10%	2%	22%	100%
Fire prevention and education	17%	33%	9%	2%	39%	100%
Traffic enforcement	15%	50%	21%	8%	7%	100%
Garbage collection	27%	43%	16%	6%	8%	100%
Recycling	17%	36%	20%	15%	12%	100%
Street repair	10%	36%	34%	16%	3%	100%
Street cleaning	15%	42%	30%	8%	5%	100%
Street lighting	12%	44%	31%	11%	2%	100%
Snow removal	23%	43%	24%	9%	1%	100%
Sidewalk maintenance	13%	45%	28%	7%	7%	100%
Traffic signal timing	10%	42%	29%	17%	2%	100%
Amount of public parking	4%	16%	34%	44%	2%	100%
Bus/transit services	44%	33%	6%	1%	16%	100%
Drinking water	30%	43%	17%	7%	4%	100%
Sewer services	27%	46%	8%	2%	16%	100%
Town parks	26%	51%	10%	1%	11%	100%
Recreation programs or classes	16%	33%	11%	1%	38%	100%
Recreation centers/facilities	18%	39%	10%	2%	31%	100%
Appearance/maintenance of parks	26%	52%	9%	1%	12%	100%
Appearance of recreation centers/facilities	20%	44%	9%	1%	26%	100%
Land use, planning and zoning	5%	33%	28%	8%	26%	100%
Code enforcement (weeds, abandoned buildings, etc)	10%	34%	20%	5%	32%	100%
Economic development	5%	30%	31%	9%	25%	100%
Services to seniors	7%	21%	7%	1%	64%	100%
Services to youth	8%	25%	11%	3%	53%	100%
Public information services	11%	36%	21%	3%	29%	100%
Cable television	10%	29%	24%	18%	20%	100%

Question #11: Overall, how would you rate the quality of the services provided by . . .						
	excellent	good	fair	poor	don't know	Total
Overall, how would you rate the quality of the services provided by the Town of Blacksburg?	22%	63%	11%	1%	3%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	8%	43%	28%	7%	15%	100%
Overall, how would you rate the quality of the services provided by the State Government?	5%	43%	27%	11%	14%	100%

Question #12: Have you had any in-person or phone contact with an employee of the Town of Blacksburg within the last 12 months?		
		Percent of Respondents
Have you had any in-person or phone contact with an employee of the Town of Blacksburg within the last 12 months?	no	41%
	yes	59%
Total		100%

Question #13: What was your impression of the employees of the Town of Blacksburg in your most recent contact?						
	excellent	good	fair	poor	don't know	Total
Knowledge	37%	44%	12%	3%	3%	100%
Responsiveness	39%	44%	10%	6%	1%	100%
Courtesy	43%	38%	11%	7%	1%	100%
Overall Impression	37%	44%	13%	6%	1%	100%

Question #14: Please rate your agreement or disagreement with the following statements.							
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	don't know	Total
I receive good value for the Town of Blacksburg taxes I pay	17%	36%	17%	3%	2%	24%	100%
I am pleased with the overall direction that the Town of Blacksburg is taking	15%	46%	17%	8%	3%	10%	100%
The Town of Blacksburg government welcomes citizen involvement	16%	32%	17%	6%	2%	27%	100%
The Town of Blacksburg government listens to citizens	9%	28%	17%	7%	4%	34%	100%

Question #15: What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:		
		Percent of Respondents
	very positive	3%
	somewhat positive	13%
	neutral	51%
	somewhat negative	29%
	very negative	4%
Total		100%

Question #16a: To what extent would you support or oppose the Town of Blacksburg developing a civic center/exhibit hall facility that would serve multiple purposes and be marketed to attract small conventions and exhibitions that will contribute to economic development?		
		Percent of Respondents
	strongly support	36%
	somewhat support	30%
	neither support nor oppose	14%
	somewhat oppose	12%
	strongly oppose	8%
Total		100%

Question #16b: To what extent do you agree or disagree that historic preservation should be a Town of Blacksburg priority?		
		Percent of Respondents
	strongly agree	34%
	somewhat agree	37%
	neither agree nor disagree	15%
	somewhat disagree	10%
	strongly disagree	4%
Total		100%

Question #16c: Increasing local taxes or making cuts to services and programs						
	strongly support	somewhat support	neither support nor oppose	somewhat oppose	strongly oppose	Total
To what extent do you support or oppose increasing local taxes and fees to maintain services and programs?	12%	40%	20%	16%	12%	100%
To what extent do you support or oppose making cuts to services and programs?	6%	18%	24%	34%	17%	100%

Question #17: Do you live within the Town limits of the Town of Blacksburg?		
		Percent of Respondents
Do you live within the limits of the Town of Blacksburg?	no	12%
	yes	88%
Total		100%

Question #18: Employment Status		
		Percent of Respondents
Are you currently employed?	no	29%
	yes	71%
Total		100%

Question #18a: Usual Mode of Transportation to Work		
		Percent of Employed Respondents
What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?	Motorized vehicle	75%
	Bus, Rail, Subway, or other public transportation	12%
	Walk	7%
	Work at home	3%
	Other	3%
Total		100%

Question #18b: Drive Alone or Carpool		
		Percent of Employed Respondents
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	no	88%
	yes	12%
Total		100%

Usual Mode of Transportation to Work, Including Carpooling		
		Percent of Employed Respondents
Usual mode of transportation to work	Motorized vehicle, no others (SOV)	66%
	Motorized vehicle, with others (MOV)	9%
	Bus, rail, subway, or other public transportation	12%
	walk	7%
	work at home	3%
	other	3%
Total		100%

Question #19: Length of Residency		
		Percent of Respondents
How many years have you lived in Blacksburg?	less than 2 years	28%
	2-5 years	36%
	6-10 years	15%
	11-20 years	10%
	more than 20 years	11%
Total		100%

Question #20: Type of Housing Unit		
		Percent of Respondents
Which best describes the building you live in?	one family house detached from any other houses	33%
	one family house attached to one or more houses	14%
	building with two or more apartments or condominiums	52%
	mobile home	0%
	other	0%
Total		100%

Question #21: Tenure Status		
		Percent of Respondents
Is this house, apartment, or mobile home...	rented for cash or occupied without cash payment?	68%
	owned by you or someone in this house	32%
Total		100%

Question #22: Presence of Children in Household		
		Percent of Respondents
Do any children age 12 or under live in your household?	no	87%
	yes	13%
Total		100%

Question #23: Presence of Teenagers in Household		
		Percent of Respondents
Do any teenagers ages 13 through 17 live in your household?	no	94%
	yes	6%
Total		100%

Question #24: Presence of Senior Adults in Household		
		Percent of Respondents
Are you or any other members of your household aged 65 or older?	no	93%
	yes	7%
Total		100%

Question #25: Presence of Persons with Disabilities in Household		
		Percent of Respondents
Does any member of your household have a physical handicap or is anyone disabled?	no	95%
	yes	5%
Total		100%

Question #26: Education		
		Percent of Respondents
What is the highest degree or level of school you have completed?	12th Grade or less, no diploma	1%
	high school diploma	4%
	some college, no degree	25%
	associate's degree (e.g. AA, AS)	3%
	bachelor's degree (e.g. BA, AB, BS)	34%
	graduate degree or professional degree	33%
Total		100%

Question #27: Annual Household Income		
		Percent of Respondents
How much do you anticipate your household's total income before taxes will be for the current year?	less than \$24,999	42%
	\$25,000 to \$49,999	31%
	\$50,000 to \$99,999	19%
	\$100,000 or more	8%
Total		100%

Question #28: Ethnicity		
		Percent of Respondents
Are you Spanish/Hispanic/Latino?	no	96%
	yes	4%
Total		100%

Question #29: Race		
		Percent of Respondents
What is your race?	American Indian or Alaskan Native	0%
	Asian or Pacific Islander	7%
	Black, African American	2%
	White/Caucasian	83%
	Other	5%
	Multi-Racial	2%
Total		100%

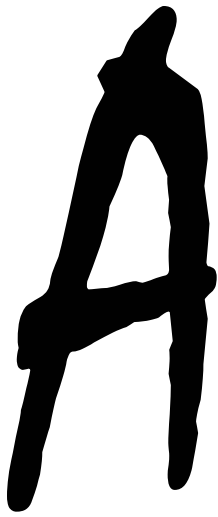
Question #30: Age		
		Percent of Respondents
In which category is your age?	18-24 years	39%
	25-34 years	37%
	35-44 years	6%
	45-54 years	8%
	55-64 years	4%
	65-74 years	3%
	75 years or older	2%
Total		100%

Question #31: Gender		
		Percent of Respondents
What is your gender?	Female	43%
	Male	57%
Total		100%

Question #32: Voter Registration Status		
		Percent of Respondents
Are you registered to vote in your jurisdiction?	no	30%
	yes	67%
	don't know	3%
Total		100%

Question #33: Vote in Last Election?		
		Percent of Respondents
Did you vote in the last election?	no	41%
	yes	58%
	don't know	1%
Total		100%

Question #34: Likely to Vote in Next Election?		
		Percent of Respondents
Are you likely to vote in the next election?	no	18%
	yes	74%
	don't know	9%
Total		100%



APPENDIX II: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SAMPLING

Approximately 3,000 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

SURVEY ADMINISTRATION

Households received three mailings between the 25th of March and the 7th of April 2003. The first was a postcard notifying them they had been selected to participate in the Town of Blacksburg 2003 Citizen Survey. The postcard was signed by the mayor. About a week later a survey was mailed with a cover letter also signed by the mayor. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

not yet participated to do so, while informing those who had already completed the survey not to do so again.

RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 3,000 eligible households, 915 completed the survey providing a response rate of 32%. Approximately 137 addresses sampled were “vacant” or “not found.”⁵ In general, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 5 percentage points around any given percent reported.⁶ The confidence intervals are larger around estimates for subgroups.

WEIGHTING AND ANALYZING THE DATA

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the Town of Blacksburg as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two socioeconomic characteristics that were used to weight the survey results were gender/age and tenure. Other discrepancies between the

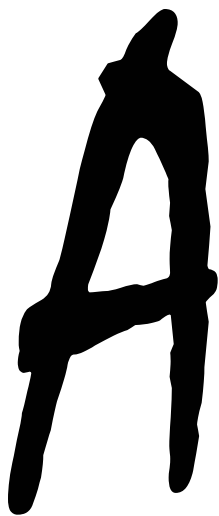
⁵ “Eligible” households refer to addresses that belong to residences that are not vacant within the Town of Blacksburg.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root } (0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the next page.

Weighting Scheme for the Town of Blacksburg Citizen Survey			
Respondent Characteristics	Population Norm*	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	75%	47%	68%
Own Home	25%	53%	32%
Type of Housing Unit			
Single-Family Detached	33%	51%	33%
Attached	67%	49%	67%
Ethnicity			
Non-Hispanic	98%	97%	96%
Hispanic	2%	3%	4%
Race			
White/Caucasian	83%	86%	83%
Non-White	17%	14%	17%
Gender			
Female	44%	54%	43%
Male	56%	46%	57%
Age			
18-34	77%	44%	77%
35-54	14%	28%	14%
55+	9%	29%	9%
Gender and Age			
Females 18-34	31%	25%	31%
Females 35-54	7%	15%	7%
Females 55+	5%	15%	5%
Males 18-34	46%	19%	46%
Males 35-54	7%	13%	7%
Males 55+	4%	14%	4%

* Source: 2000 Census



APPENDIX III: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the Town of Blacksburg. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



Roger E. Hedgepeth
Mayor
mayorh@blacksburg.gov

Donna Boone-Caldwell, CMC
Town Clerk
clerk@blacksburg.gov

540/961-1147 phone
540/951-2180 fax

March, 2003

Dear Blacksburg Resident:

The Town of Blacksburg wants to know what you think about our community and municipal government. You have been randomly selected to participate in Blacksburg's 2003 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Town Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Blacksburg residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey, please call, (540) 961-1199.

Please help us shape the future of Blacksburg. Thank you for your time and participation.

Sincerely,

Roger E. Hedgepeth
Mayor

The Town of Blacksburg 2003 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
How do you rate Blacksburg as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Blacksburg as a place to raise children?	1	2	3	4	5
How do you rate Blacksburg as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Blacksburg?	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Blacksburg as a whole:

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Openness and acceptance of the community towards people of diverse backgrounds ...	1	2	3	4	5
Overall appearance of Blacksburg	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Ease of bus travel in Blacksburg	1	2	3	4	5
Ease of bicycle travel in Blacksburg	1	2	3	4	5
Ease of walking in Blacksburg	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Blacksburg over the past 2 years:

	<u>much too slow</u>	<u>somewhat too slow</u>	<u>right amount</u>	<u>somewhat too fast</u>	<u>much too fast</u>	<u>don't know</u>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Blacksburg:

	<u>not a problem</u>	<u>minor problem</u>	<u>moderate problem</u>	<u>major problem</u>	<u>don't know</u>
Crime	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Blacksburg:

	<u>very safe</u>	<u>somewhat safe</u>	<u>neither safe nor unsafe</u>	<u>somewhat unsafe</u>	<u>very unsafe</u>	<u>don't know</u>
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	<u>very safe</u>	<u>somewhat safe</u>	<u>neither safe nor unsafe</u>	<u>somewhat unsafe</u>	<u>very unsafe</u>	<u>don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Blacksburg's downtown area during the day	1	2	3	4	5	6
In Blacksburg's downtown area after dark	1	2	3	4	5	6
In Blacksburg's parks during the day	1	2	3	4	5	6
In Blacksburg's parks after dark.....	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

☐ no [go to question #9] ☐ yes [go to question #8] ☐ don't know

8. If yes, was this crime (these crimes) reported to the police?

☐ no ☐ yes ☐ don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Blacksburg?

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
Used Blacksburg recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood or Town park	1	2	3	4	5
Ridden Blacksburg Transit	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group/activity in Blacksburg	1	2	3	4	5
Read <i>About Town</i> Newsletter.....	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Blacksburg.....	1	2	3	4	5
Purchased an item over the Internet.....	1	2	3	4	5

10. How do you rate the quality of each of the following services in Blacksburg?

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance/emergency medical services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Amount of public parking.....	1	2	3	4	5
Bus/transit services.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers/facilities.....	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Appearance of recreation centers/facilities.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc).....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Cable television.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by...

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
The Town of Blacksburg?.....	1	2	3	4	5
The Federal Government?.....	1	2	3	4	5
The State Government?.....	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of the Town of Blacksburg within the last 12 months (including police, receptionists, planners or any others)?

☐ no [go to question #14] ☐ yes [go to question #13]

13. What was your impression of employees of the Town of Blacksburg in your most recent contact? (Rate each characteristic below.)

	<u>excellent</u>	<u>good</u>	<u>fair</u>	<u>poor</u>	<u>don't know</u>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	<u>strongly agree</u>	<u>somewhat agree</u>	<u>neither agree nor disagree</u>	<u>somewhat disagree</u>	<u>strongly disagree</u>	<u>don't know</u>
I receive good value for the Town of Blacksburg taxes I pay.....	1	2	3	4	5	6
I am pleased with the overall direction that the Town of Blacksburg is taking	1	2	3	4	5	6
The Town of Blacksburg government welcomes citizen involvement	1	2	3	4	5	6
The Town of Blacksburg government listens to citizens	1	2	3	4	5	6

15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

☐ very positive ☐ somewhat positive ☐ neutral ☐ somewhat negative ☐ very negative

16. Please check the response that comes closest to your opinion for each of the following questions:

a. To what extent would you support or oppose the Town of Blacksburg developing a civic center/exhibit hall facility that would serve multiple purposes and be marketed to attract small conventions and exhibitions that will contribute to economic development?

☐ strongly support ☐ somewhat oppose
☐ somewhat support ☐ strongly oppose
☐ neither support nor oppose

b. If the Town of Blacksburg continues placing an emphasis on historic preservation, it will promote policies that may result in actions such as expanding historic districts, considering architectural reviews on voluntary and mandated bases, developing a museum, and historical record. To what extent do you agree or disagree that historic preservation should be a Town of Blacksburg priority?

☐ strongly agree ☐ somewhat disagree
☐ somewhat agree ☐ strongly disagree
☐ neither agree nor disagree

c. In order to cover the increasing costs of maintaining services and programs and the decreasing state support for localities, the Town could either increase local taxes and fees, or make cuts to services and programs.

	<u>strongly support</u>	<u>somewhat support</u>	<u>neither support nor oppose</u>	<u>somewhat oppose</u>	<u>strongly oppose</u>
To what extent do you support or oppose increasing local taxes and fees to maintain services and programs?.....	1	2	3	4	5
To what extent do you support or oppose making cuts to services and programs?.....	1	2	3	4	5

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

17. Do you live within the Town limits of the Town of Blacksburg?

- ☐ no ☐ yes

18. Are you currently employed?

- ☐ no [go to question #19] ☐ yes [go to question #18a]

18a. What one method of transportation do you *usually* use (for the longest distance of your commute) to travel to work?

- ☐ Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
☐ Bus, Rail, Subway, or other public transportation
☐ Walk
☐ Work at home
☐ Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) *usually* ride with you to or from work?

- ☐ no ☐ yes

19. How many years have you lived in Blacksburg?

- ☐ less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ more than 20 years
☐ 6-10 years

20. Which best describes the building you live in?

- ☐ one family house detached from any other houses
☐ house attached to one or more houses (e.g. a duplex or townhome)
☐ building with two or more apartments or condominiums
☐ mobile home
☐ other

21. Is this house, apartment, or mobile home...

- ☐ rented for cash or occupied without cash payment?
☐ owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- ☐ no ☐ yes

23. Do any teenagers aged between 13 and 17 live in your household?

- ☐ no ☐ yes

24. Are you or any other members of your household aged 65 or older?

- ☐ no ☐ yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- ☐ no ☐ yes

26. What is the highest degree or level of school you have completed? (mark one box)

- ☐ 12th Grade or less, no diploma
☐ high school diploma
☐ some college, no degree
☐ associate's degree (e.g. AA, AS)
☐ bachelor's degree (e.g. BA, AB, BS)
☐ graduate degree or professional degree

27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ less than \$24,999
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- ☐ no ☐ yes

29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- ☐ American Indian or Alaskan native
☐ Asian or Pacific Islander
☐ Black, African American
☐ White/Caucasian
☐ Other

30. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

31. What is your sex?

- ☐ female ☐ male

32. Are you registered to vote in your jurisdiction?

- ☐ no ☐ yes ☐ don't know

33. Did you vote in the last election?

- ☐ no ☐ yes ☐ don't know

34. Are you likely to vote in the next election?

- ☐ no ☐ yes ☐ don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., 3005 30th St., Boulder, CO 80301

The National
CITIZEN SURVEY™

2 0 0 3

**Report of Normative Comparisons for
The Town of Blacksburg, VA**



Submitted by:

NATIONAL RESEARCH CENTER, INC.
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tel. 303-444-7863 • fax. 303-441-1145
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May 2003

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and The International City and County Management Association (ICMA).

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The Town of Blacksburg staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. Town of Blacksburg staff also determined local

Report of Normative Comparisons

The National CITIZEN SURVEY™

interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

UNDERSTANDING THE NORMATIVE COMPARISONS

Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in over 300 jurisdictions in the United States. Responses to over 4,000 survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
<i>Region</i>	
West Coast ¹	25%
West ²	12%
North Central West ³	10%
North Central East ⁴	15%
South Central ⁵	9%
South ⁶	20%
Northeast West ⁷	4%
Northeast East ⁸	4%
<i>Population</i>	
less than 40,000	25%
40,000 to 74,999	26%
75,000 to 149,000	20%
150,000 or more	29%

¹Alaska, Washington, Oregon, California, Hawaii

²Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

³North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota

⁴Illinois, Indiana, Ohio, Michigan, Wisconsin

⁵Oklahoma, Texas, Louisiana, Arkansas

⁶West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC

⁷New York, Pennsylvania, New Jersey

⁸Connecticut, Rhode Island, Mass, New Hampshire, Vermont, Maine

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.

Interpreting the Results

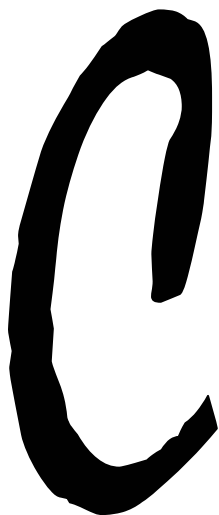
Comparisons are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction's rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: "above the norm," "below the norm" or "similar to the norm." This evaluation of "above," "below" or "similar to" comes from a statistical comparison of your jurisdiction's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of 3 or more points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm. When differences between your jurisdiction's ratings and the national norms are less than 3 points, they are marked as "similar to" the norm.

The data are represented visually in a chart that accompanies each table. Your jurisdiction's percentile for each compared item is marked with a black line on the chart.

****For Blacksburg, two tables have been produced for each set of questions. In the first, comparisons are made to jurisdictions in the database in the 30,000 to 74,999 population range, as selected by Blacksburg staff members (always labeled as a Figure "b"). In the second, comparisons are made to all jurisdictions in the database (always labeled as a Figure "c").**

For each set of questions, a chart precedes the two tables (always labeled as a Figure “a”). The chart’s numbers reflect the table labeled Figure “b”, and graphically represents the percentile of each item, compared to the customized set of jurisdictions in the database. This percentile is marked as a black line on the chart.



COMPARISONS

Figure 1a: Quality of Life Ratings

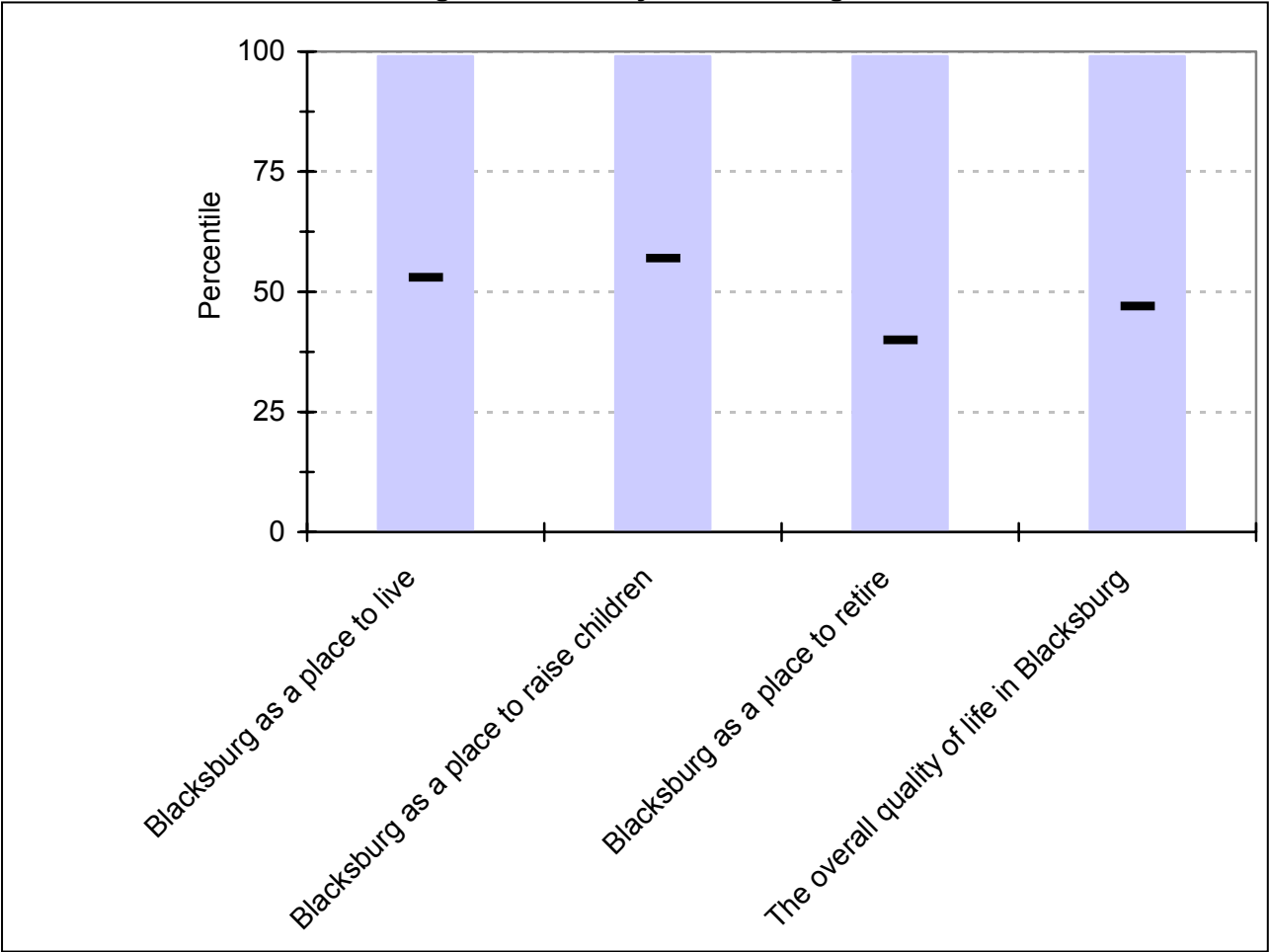
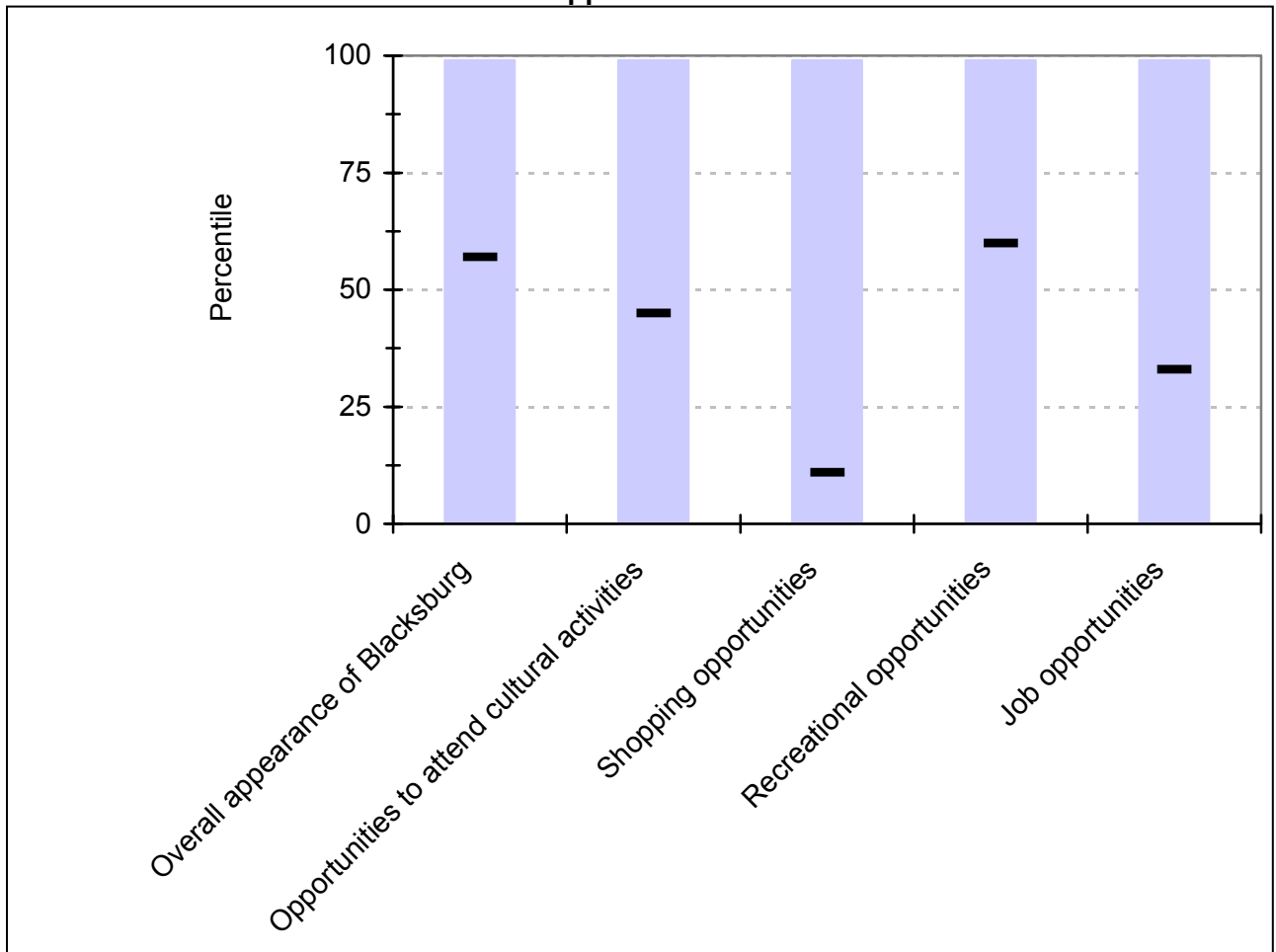


Figure 1b: Quality of Life Ratings (Populations 30,000-74,999)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Blacksburg as a place to live	75	9	17	53%ile	above the norm
Neighborhood as a place to live	66	.	.	.	data not available
Blacksburg as a place to raise children	72	4	7	57%ile	similar to the norm
Blacksburg as a place to retire	62	4	5	40%ile	similar to the norm
The overall quality of life in Blacksburg	72	10	17	47%ile	similar to the norm

Figure 1c: Quality of Life Ratings (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Blacksburg as a place to live	75	36	132	73%ile	above the norm
Neighborhood as a place to live	66	33	55	42%ile	similar to the norm
Blacksburg as a place to raise children	72	19	65	72%ile	above the norm
Blacksburg as a place to retire	62	13	47	74%ile	above the norm
The overall quality of life in Blacksburg	72	42	106	61%ile	above the norm

Figure 2a: Characteristics of the Community: General and Opportunities



	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Openness and acceptance	66	.	.	.	data not available
Overall appearance of Blacksburg	69	4	7	57%ile	similar to the norm
Opportunities to attend cultural activities	62	7	11	45%ile	similar to the norm
Shopping opportunities	31	9	9	11%ile	below the norm
Recreational opportunities	60	3	5	60%ile	similar to the norm
Job opportunities	32	5	6	33%ile	below the norm

Figure 2c: Characteristics of the Community: General and Opportunities (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Openness and acceptance	66	3	29	93%ile	above the norm
Overall appearance of Blacksburg	69	13	65	82%ile	above the norm
Opportunities to attend cultural activities	62	21	53	62%ile	above the norm
Shopping opportunities	31	46	49	8%ile	below the norm
Recreational opportunities	60	27	60	57%ile	similar to the norm
Job opportunities	32	48	65	28%ile	below the norm

Figure 3a: Characteristics of the Community: Access

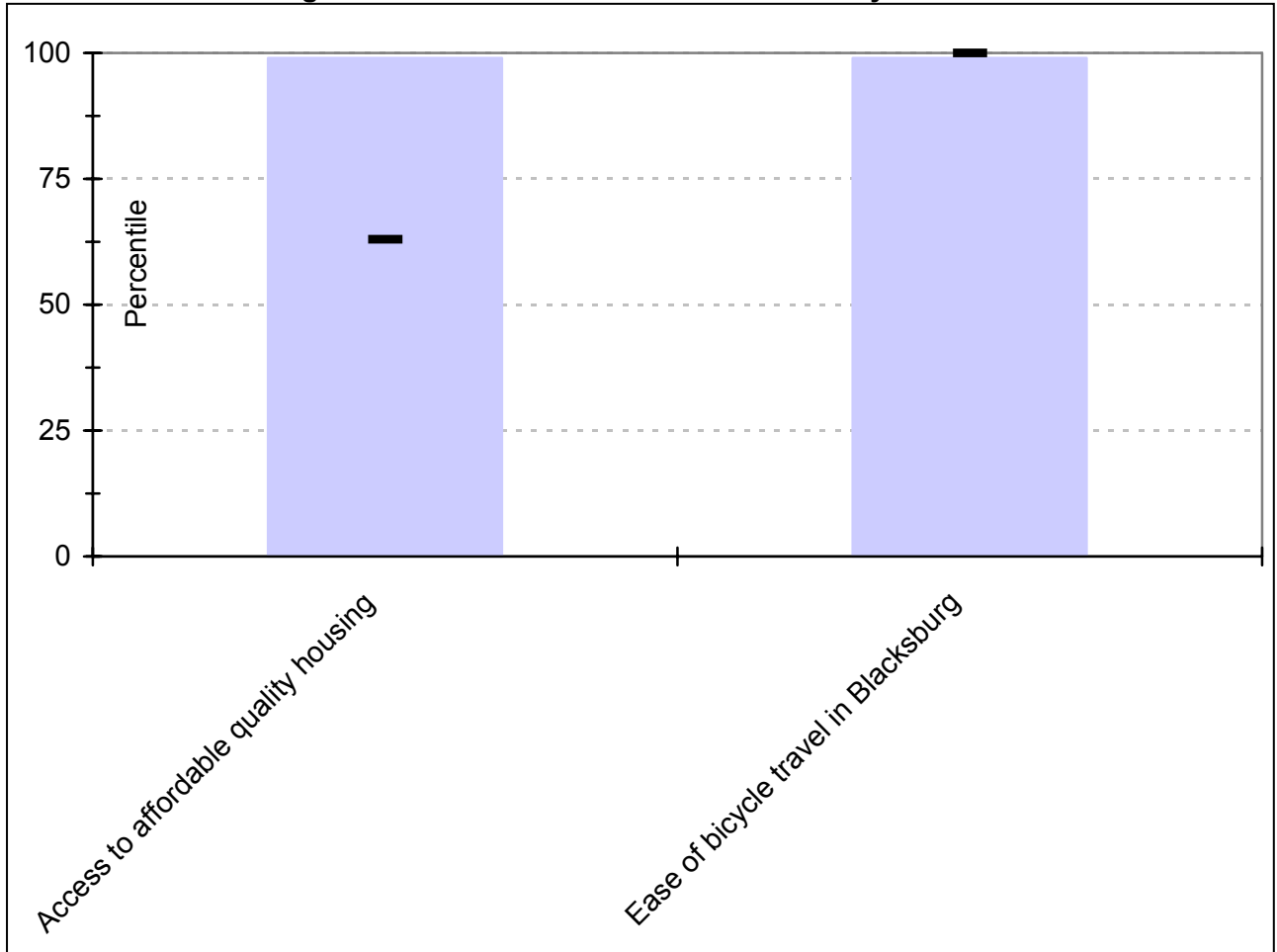


Figure 3b: Characteristics of the Community: Access (Populations 30,000-74,999)

	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Access to affordable quality housing	48	4	8	63%ile	similar to the norm
Ease of bus travel in Blacksburg	76	.	.	.	data not available
Ease of bicycle travel in Blacksburg	66	1	6	100%ile	above the norm
Ease of walking in Blacksburg	72	.	.	.	data not available

Figure 3c: Characteristics of the Community: Access (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Access to affordable quality housing	48	15	53	74%ile	above the norm
Ease of bus travel in Blacksburg	76	1	19	100%ile	above the norm
Ease of bicycle travel in Blacksburg	66	3	36	94%ile	above the norm
Ease of walking in Blacksburg	72	1	27	100%ile	above the norm

Figure 4a: Ratings of Safety from Various Problems: No data is available to graph the populations of 30,000-74,999 normative ratings.

Figure 4b: Ratings of Safety From Various Problems (Populations 30,000-74,999)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Violent crime (e.g., rape, assault, robbery)	85	.	.	.	data not available
Property crimes (e.g., burglary, theft)	75	.	.	.	data not available
Fire	78	.	.	.	data not available

Figure 4c: Ratings of Safety From Various Problems (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Violent crime (e.g., rape, assault, robbery)	85	3	39	95%ile	above the norm
Property crimes (e.g., burglary, theft)	75	2	38	97%ile	above the norm
Fire	78	6	39	87%ile	above the norm

Figure 5a: Ratings of Safety in Various Areas

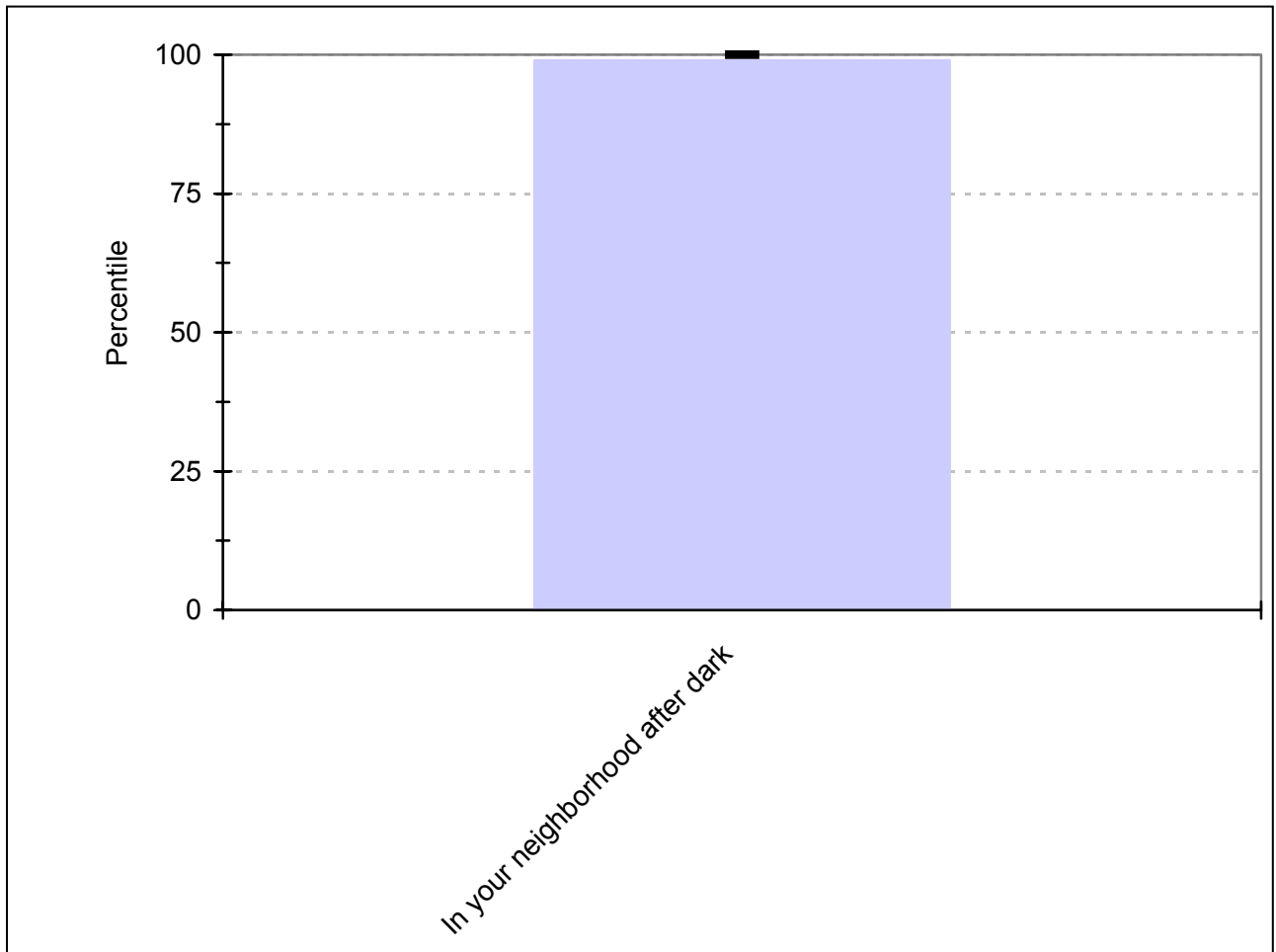


Figure 5b: Ratings of Safety in Various Areas (Populations 30,000-74,999)

	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
In your neighborhood during the day	96	.	.	.	data not available
In your neighborhood after dark	84	1	10	100%ile	above the norm
In Blacksburg's downtown area during the day	95	.	.	.	data not available
In Blacksburg's downtown area after dark	78	.	.	.	data not available
In Blacksburg's parks during the day	94	.	.	.	data not available
In Blacksburg's parks after dark	69	.	.	.	data not available

COMPARISONS

Report of Normative Comparisons

Figure 6a: Quality of Public Safety Services

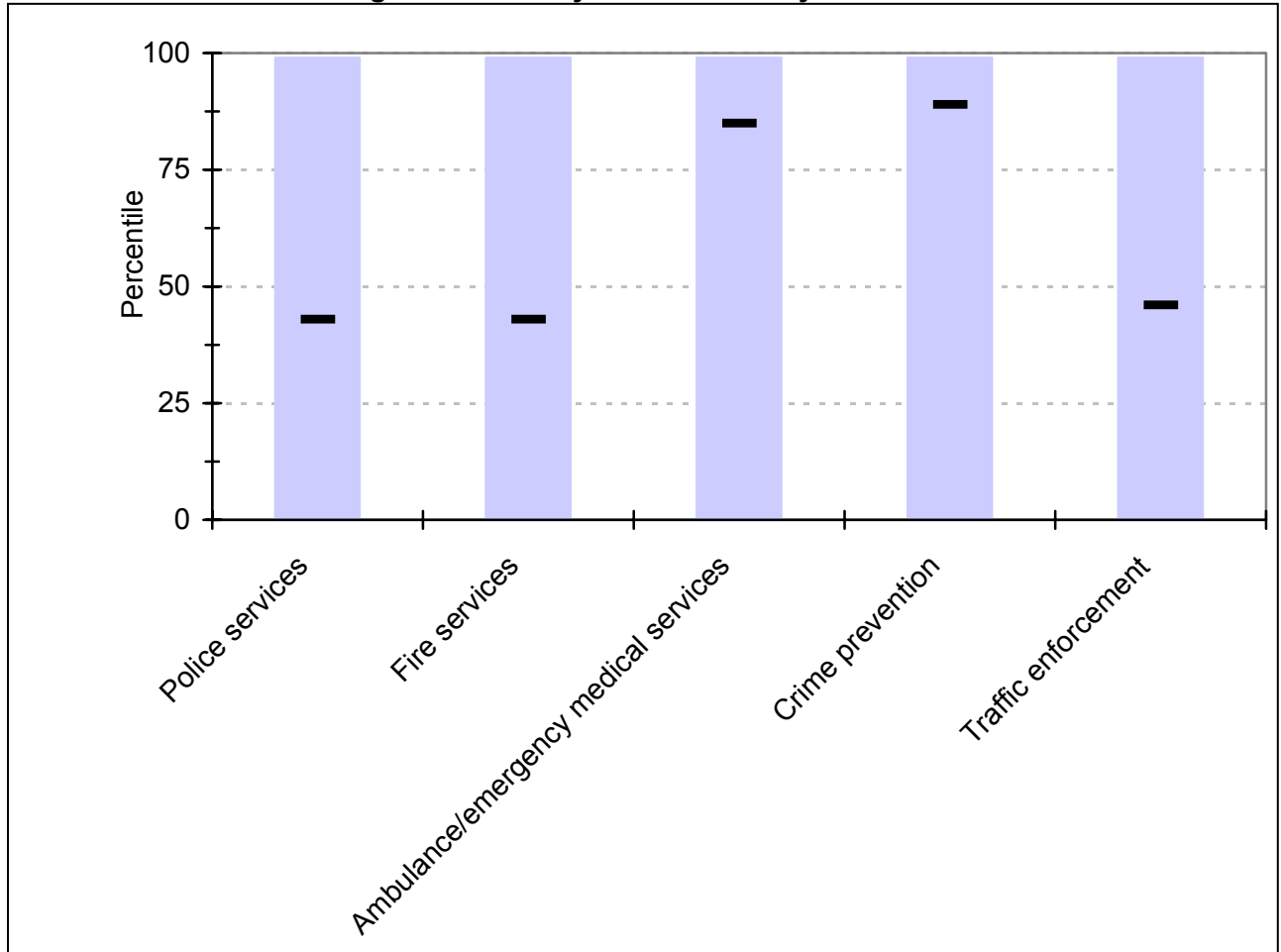


Figure 6b: Quality of Public Safety Services (Populations 30,000-74,999)

	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Police services	71	25	42	43%ile	similar to the norm
Fire services	79	13	21	43%ile	similar to the norm
Ambulance/emergency medical services	77	4	20	85%ile	similar to the norm
Crime prevention	69	2	9	89%ile	above the norm
Fire prevention and education	69	.	.	.	data not available
Traffic enforcement	59	8	13	46%ile	similar to the norm

Figure 6c: Quality of Public Safety Services (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Police services	71	85	227	63%ile	above the norm
Fire services	79	67	163	60%ile	similar to the norm
Ambulance/emergency medical services	77	44	111	61%ile	similar to the norm
Crime prevention	69	9	59	86%ile	above the norm
Fire prevention and education	69	22	43	51%ile	similar to the norm
Traffic enforcement	59	35	93	63%ile	similar to the norm

Figure 7a: Quality of Transportation Services

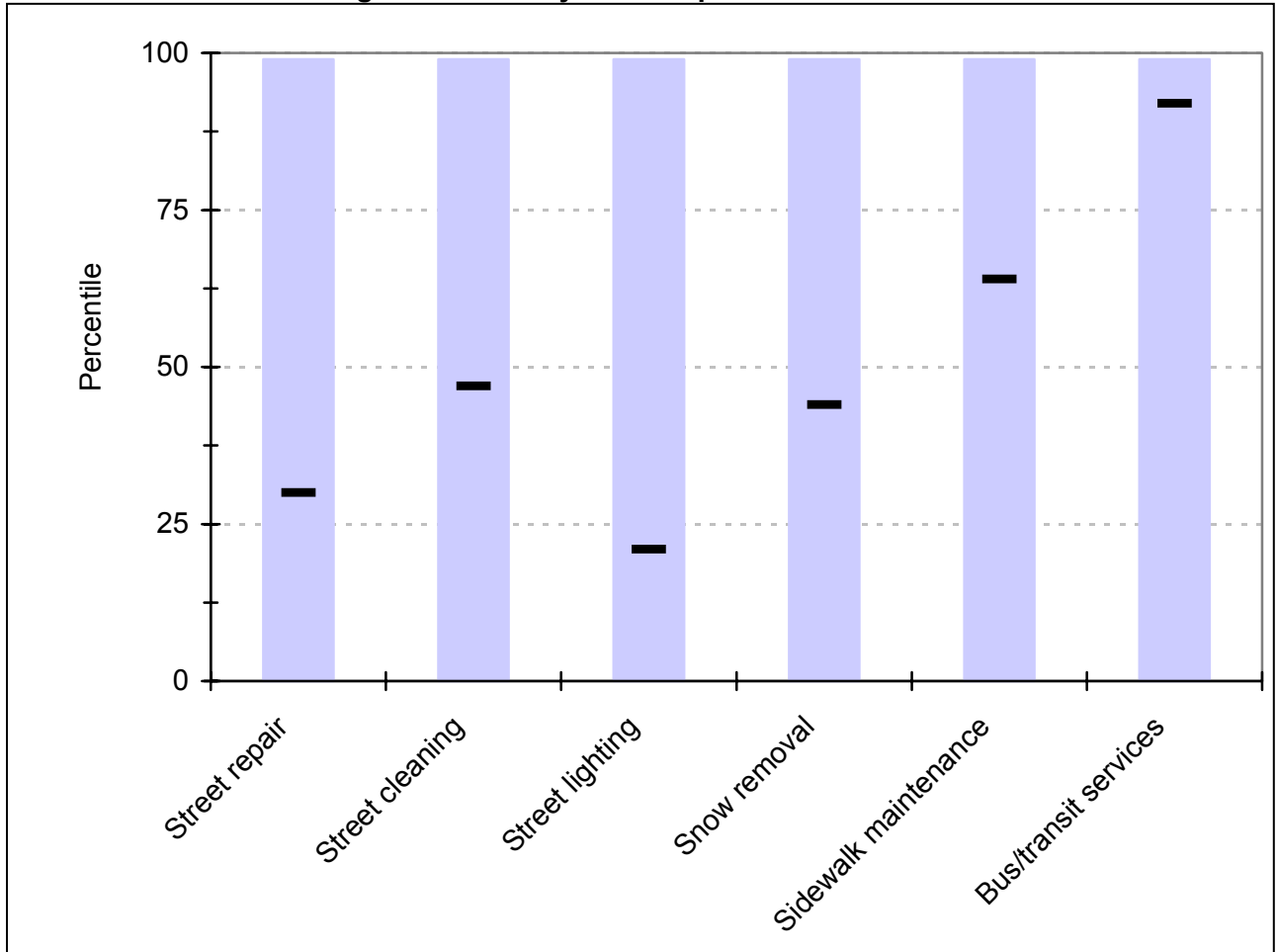


Figure 7b: Quality of Transportation Services (Populations 30,000-74,999)

	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Street repair	47	27	37	30%ile	below the norm
Street cleaning	55	11	19	47%ile	below the norm
Street lighting	53	12	14	21%ile	below the norm
Snow removal	60	11	18	44%ile	below the norm
Sidewalk maintenance	56	5	11	64%ile	above the norm
Traffic signal timing	49	.	.	.	data not available
Amount of public parking	26	.	.	.	data not available
Bus/transit services	81	2	12	92%ile	above the norm

Figure 7c: Quality of Transportation Services (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Street repair	47	116	183	37%ile	below the norm
Street cleaning	55	63	116	47%ile	similar to the norm
Street lighting	53	63	101	39%ile	below the norm
Snow removal	60	45	89	51%ile	similar to the norm
Sidewalk maintenance	56	16	56	73%ile	above the norm
Traffic signal timing	49	19	41	56%ile	similar to the norm
Amount of public parking	26	21	24	17%ile	below the norm
Bus/transit services	81	2	63	98%ile	above the norm

Figure 8a: Quality of Leisure Services

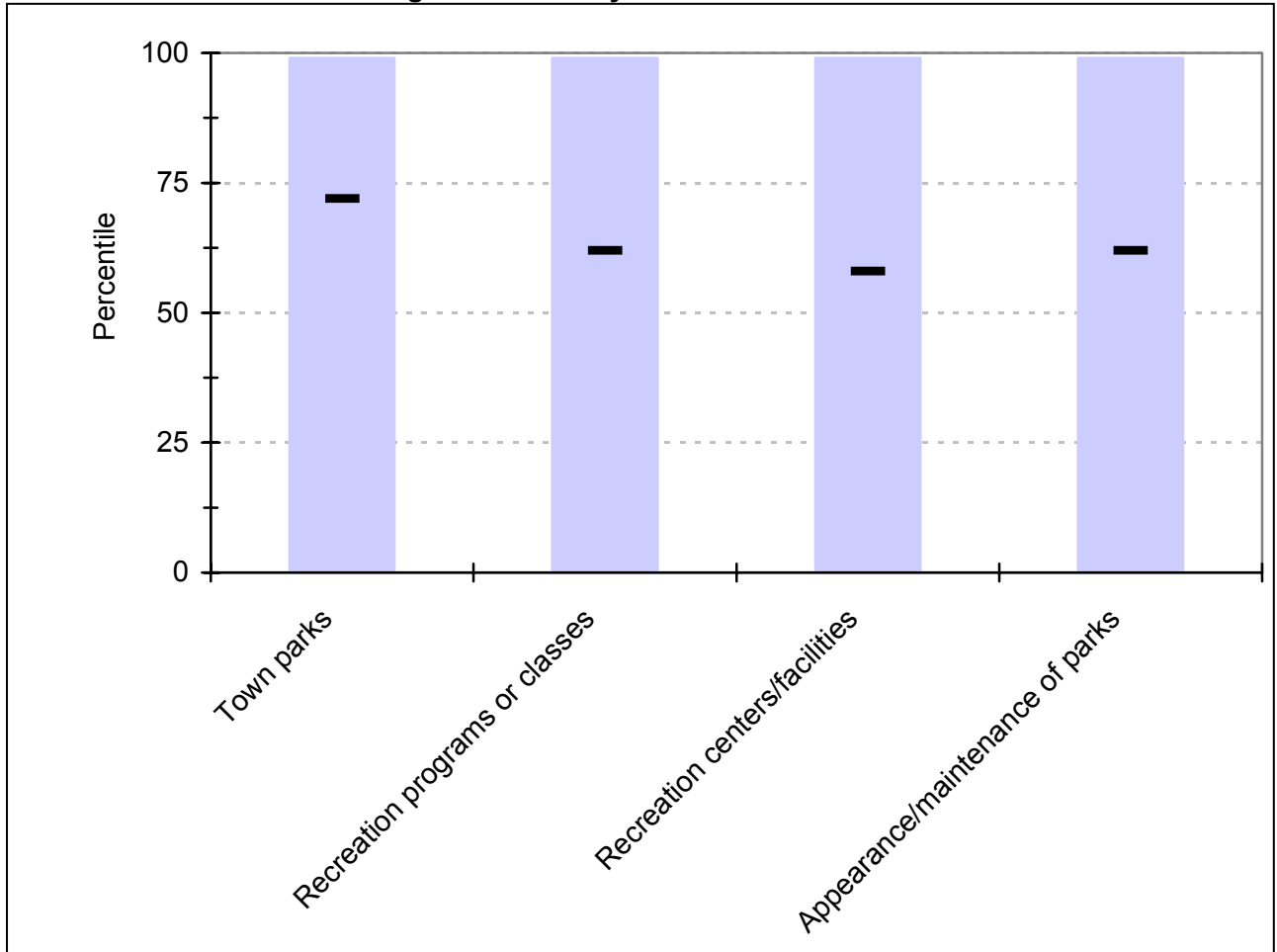


Figure 8b: Quality of Leisure Services (Populations 30,000-74,999)

	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Town parks	72	9	29	72%ile	above the norm
Recreation programs or classes	68	11	26	62%ile	similar to the norm
Recreation centers/facilities	69	6	12	58%ile	similar to the norm
Appearance/maintenance of parks	73	11	26	62%ile	similar to the norm
Appearance of recreation centers/facilities	71	.	.	.	data not available

Figure 8c: Quality of Leisure Services (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Town parks	72	31	111	73%ile	above the norm
Recreation programs or classes	68	50	131	63%ile	above the norm
Recreation centers/facilities	69	27	77	66%ile	above the norm
Appearance/maintenance of parks	73	35	120	72%ile	above the norm
Appearance of recreation centers/facilities	71	2	20	95%ile	above the norm

Figure 9a: Quality of Utility Services

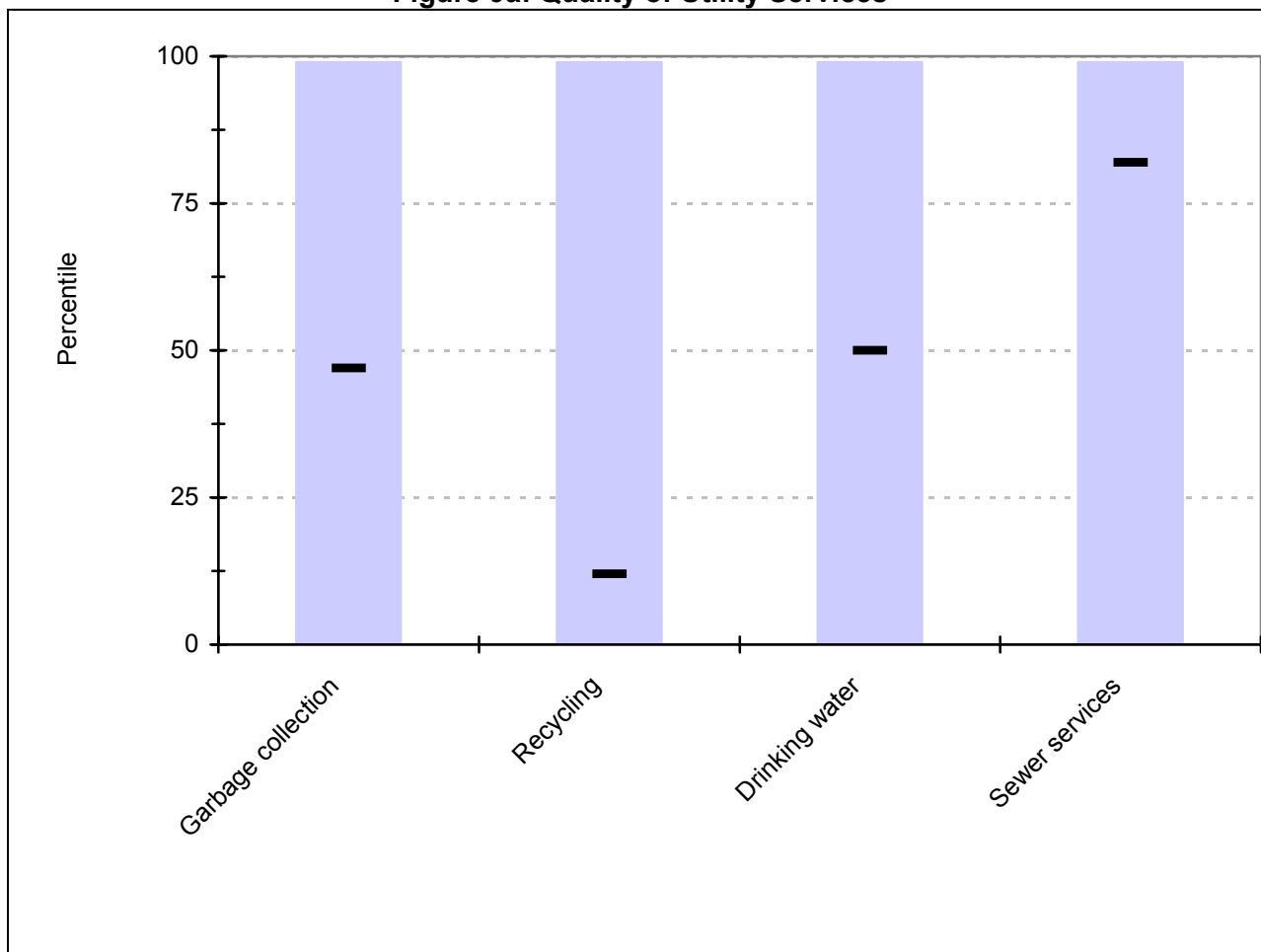


Figure 9b: Quality of Utility Services (Populations 30,000-74,999)

	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Garbage collection	66	18	32	47%ile	below the norm
Recycling	54	23	25	12%ile	below the norm
Drinking water	66	7	12	50%ile	similar to the norm
Sewer services	72	3	11	82%ile	above the norm

Figure 9c: Quality of Utility Services (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Garbage collection	66	106	149	30%ile	below the norm
Recycling	54	97	106	9%ile	below the norm
Drinking water	66	38	81	54%ile	above the norm
Sewer services	72	13	73	84%ile	above the norm

Figure 10a: Quality of Planning and Code Enforcement Services

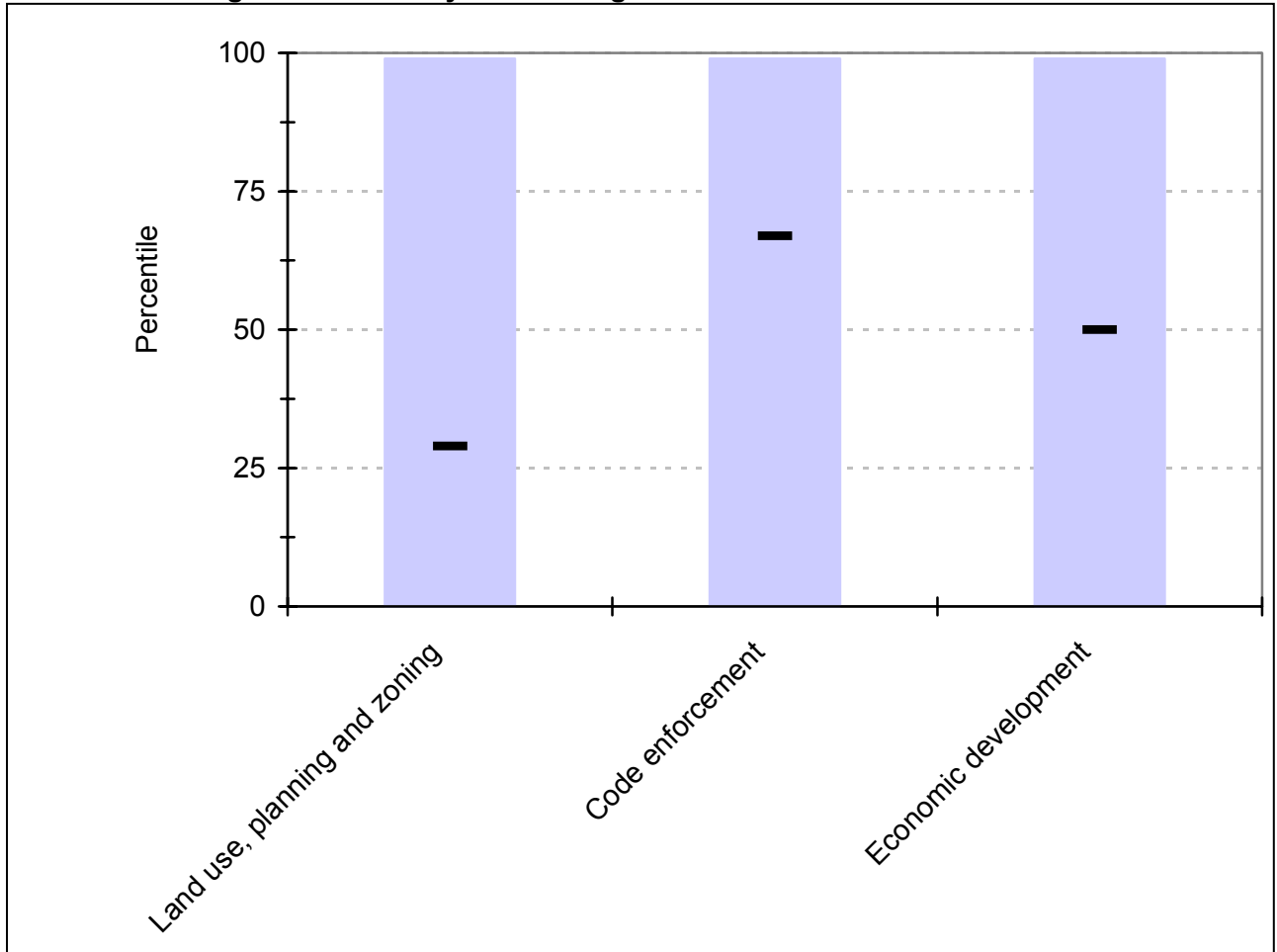


Figure 10b: Quality of Planning and Code Enforcement Services (Populations 30,000-74,999)

	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Land use, planning and zoning	49	6	7	29%ile	below the norm
Code enforcement	57	7	18	67%ile	above the norm
Economic development	47	4	6	50%ile	similar to the norm

Figure 10c: Quality of Planning and Code Enforcement Services (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Land use, planning and zoning	49	25	61	61%ile	similar to the norm
Code enforcement	57	31	108	72%ile	above the norm
Economic development	47	28	50	46%ile	similar to the norm

Figure 11a: Quality of Services to Special Populations and Other Services

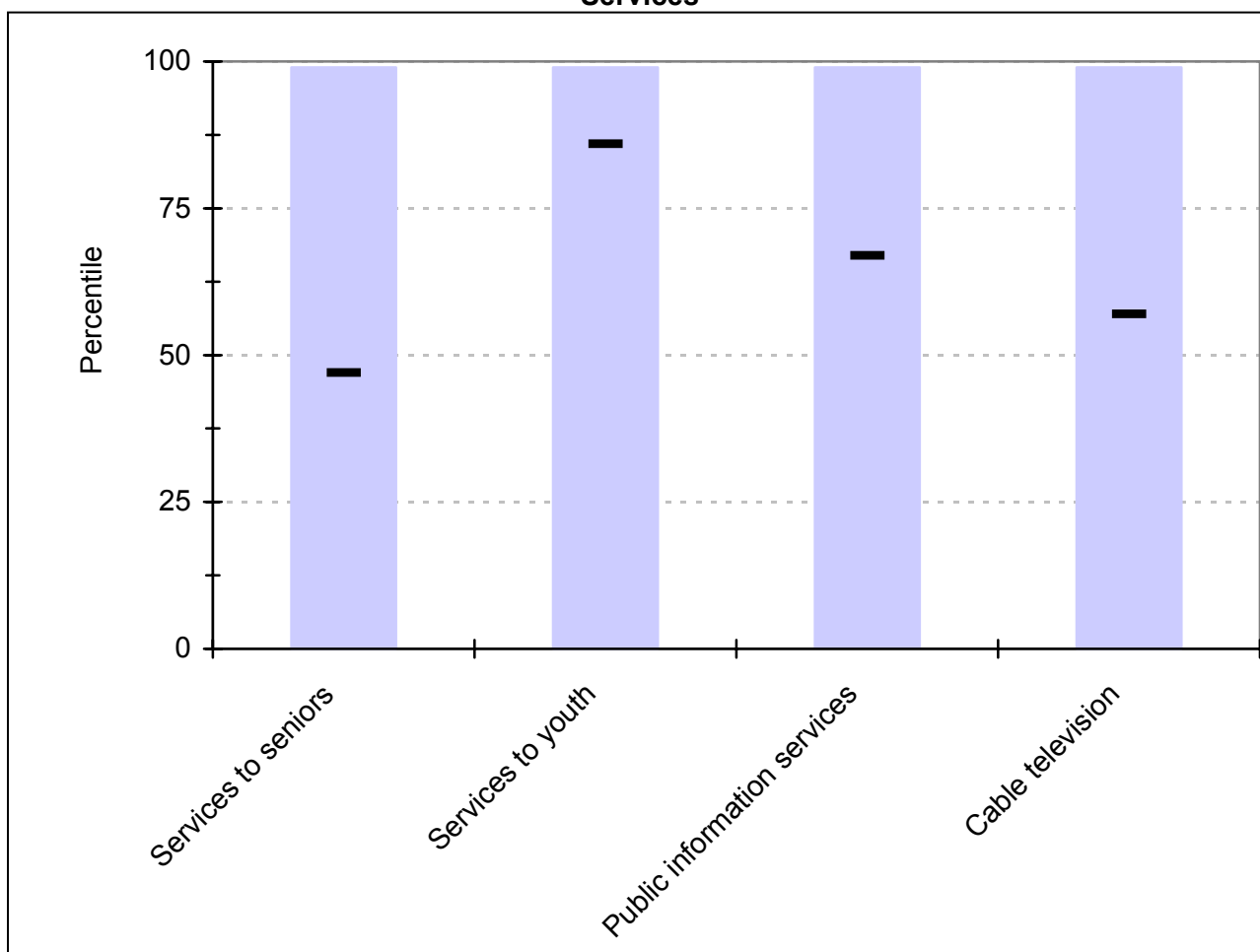


Figure 11b: Quality of Services to Special Populations and Other Services (Populations 30,000-74,999)

	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Services to seniors	65	9	15	47%ile	similar to the norm
Services to youth	60	2	7	86%ile	above the norm
Public information services	59	5	12	67%ile	similar to the norm
Cable television	46	4	7	57%ile	similar to the norm

Figure 11c: Quality of Services to Special Populations and Other Services (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Services to seniors	65	27	73	64%ile	above the norm
Services to youth	60	14	63	79%ile	above the norm
Public information services	59	27	67	61%ile	similar to the norm
Cable television	46	21	32	38%ile	similar to the norm

Figure 12a: Overall Quality of Services

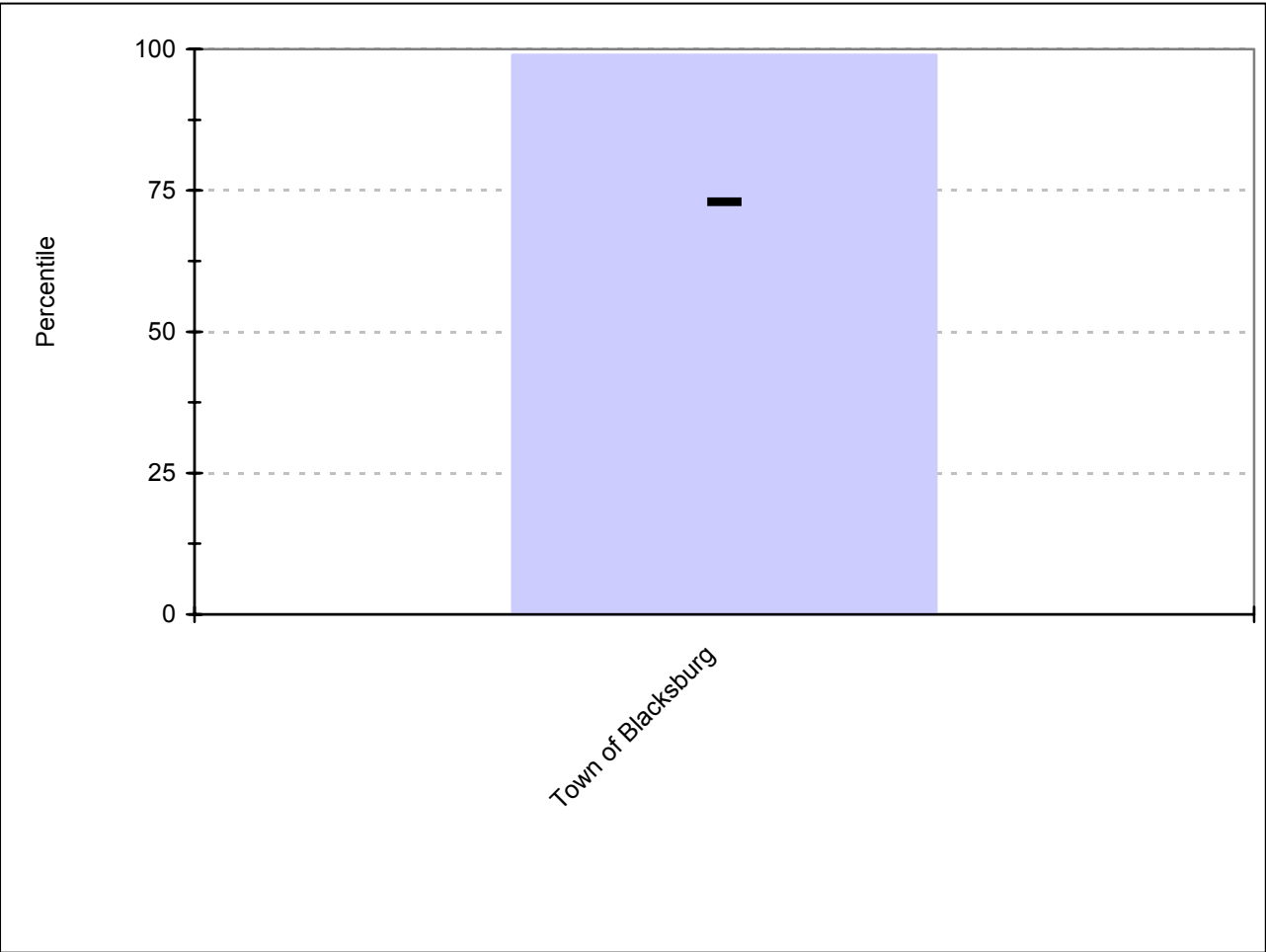


Figure 12b: Overall Quality of Services (Populations 30,000-74,999)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Services provided by the Town of Blacksburg	70	5	15	73%ile	above the norm
Services provided by the Federal Government	54	.	.	.	data not available
Services provided by the State Government	50	.	.	.	data not available

Figure 12c: Overall Quality of Services (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Services provided by the Town of Blacksburg	70	36	119	71%ile	above the norm
Services provided by the Federal Government	54	1	32	100%ile	above the norm
Services provided by the State Government	50	5	32	88%ile	above the norm

Figure 13a: Ratings of Contact with Town Employees

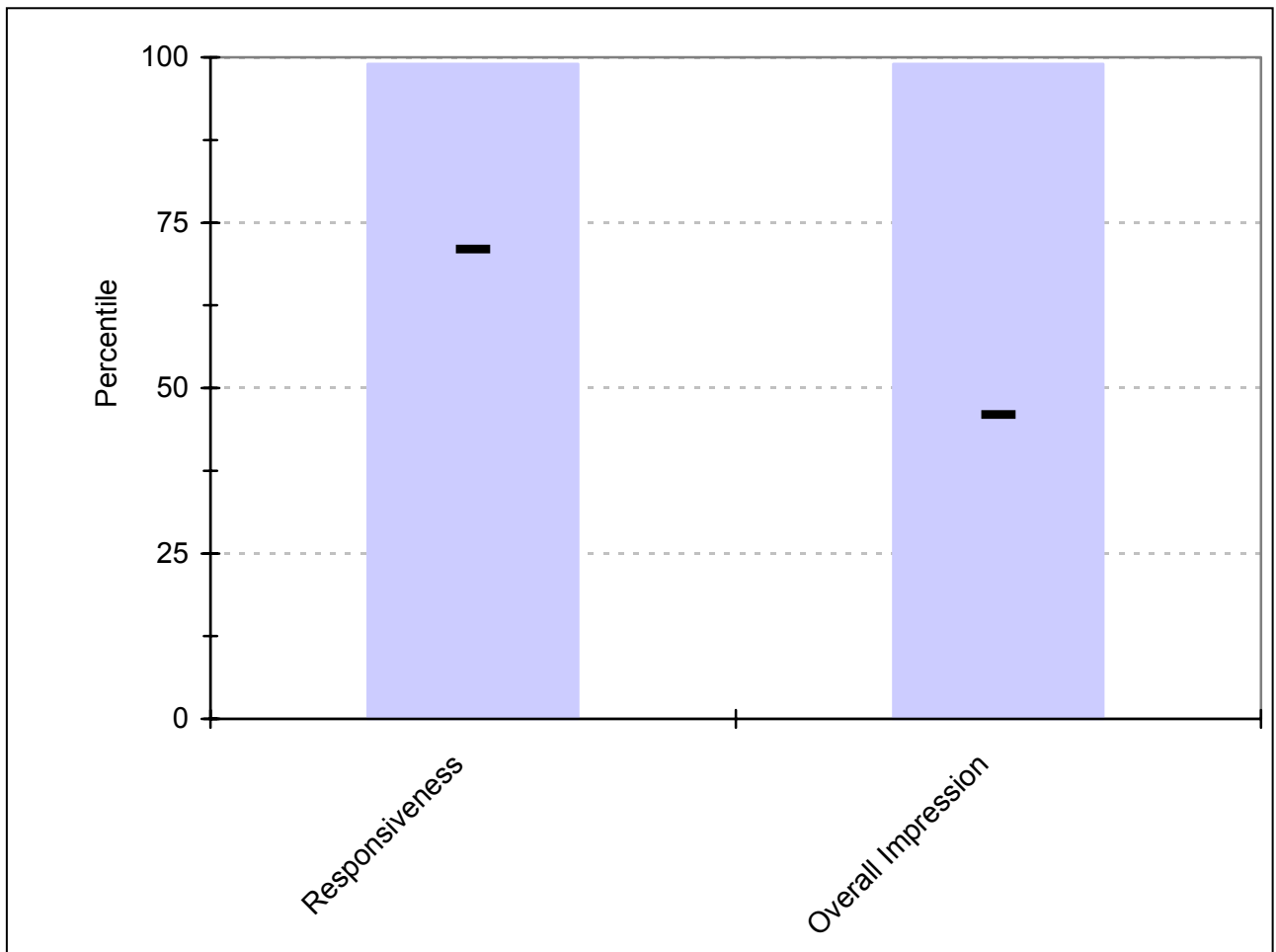


Figure 13b: Ratings of Contact with Town Employees (Populations 30,000-74,999)

	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Knowledge	73
Responsiveness	72	3	7	71%ile	similar to the norm
Courtesy	73
Overall Impression	71	8	13	46%ile	similar to the norm

Figure 13c: Ratings of Contact with the Town Employees (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
Knowledge	73	15	55	75%ile	above the norm
Responsiveness	72	18	67	75%ile	above the norm
Courtesy	73	14	47	72%ile	above the norm
Overall Impression	71	29	86	67%ile	above the norm

Figure 14a: Ratings of Public Trust: No data is available to graph the populations of 30,000-74,999 normative ratings.

Figure 14b: Ratings of Public Trust (Populations 30,000-74,999)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
I receive good value for the Town of Blacksburg taxes I pay	71	.	.	.	data not available
Overall direction that the Town of Blacksburg is taking	67	.	.	.	data not available
The Town govt. welcomes citizen involvement	69	.	.	.	data not available
The Town govt. listens to citizens	62	.	.	.	data not available

Figure 14c: Ratings of Public Trust (National)					
	Town of Blacksburg Rating	Rank	Number of Jurisdictions for Comparison	Town of Blacksburg Percentile	Comparison of Blacksburg Rating to Norm
I receive good value for the Town of Blacksburg taxes I pay	71	3	43	95%ile	above the norm
Overall direction that the Town of Blacksburg is taking	67	7	52	88%ile	above the norm
The Town govt. welcomes citizen involvement	69	3	37	95%ile	above the norm
The Town govt. listens to citizens	62	3	36	94%ile	above the norm

APPENDIX I: LIST OF JURISDICTIONS INCLUDED IN NATIONAL NORMATIVE COMPARISONS

Place	State	2000 Pop
Auburn	AL	42,987
Huntsville	AL	158,216
Little Rock	AR	183,133
Siloam Springs	AR	10,000
Chandler	AZ	176,581
Gilbert	AZ	109,697
Mesa	AZ	396,375
Phoenix	AZ	1,321,045
Scottsdale	AZ	202,705
Tempe	AZ	158,625
Antioch	CA	90,532
Arcadia	CA	53,054
Bakersfield	CA	247,057
Berkeley	CA	102,743
Claremont	CA	33,998
Concord	CA	121,780
Coronado	CA	24,100
Cypress	CA	46,229
Encinitas	CA	58,014
Fremont	CA	203,413
Garden Grove	CA	165,196
Gilroy	CA	41,464
Hercules	CA	19,488
Highland	CA	44,605
Lakewood	CA	79,345
Lompoc	CA	41,103
Marysville	CA	461,522
Los Alamitos	CA	11,536
Los Gatos	CA	28,592
Menlo Park	CA	30,785
Monterey	CA	29,674
Mountain View	CA	70,708
Novato	CA	47,630
Marysville	CA	133,936
Pleasanton	CA	63,654
Pomona	CA	149,473

Place	State	2000 Pop
Poway	CA	48,044
Redding	CA	80,865
Redwood City	CA	75,402
Ridgecrest	CA	24,927
Riverside	CA	255,166
Rosemead	CA	53,505
Sacramento County	CA	1,223,499
San Diego	CA	1,223,400
San Diego	CA	1,223,400
San Francisco	CA	776,733
San Jose	CA	894,943
San Mateo	CA	92,482
San Rafael	CA	56,063
Santa Clara	CA	102,361
Santa Clarita	CA	151,088
Santa Monica	CA	84,084
Santa Rosa	CA	147,595
Simi Valley	CA	111,351
Solana Beach	CA	12,979
South Gate	CA	96,375
Sunnyvale	CA	131,760
Temecula	CA	57,716
Thousand Oaks	CA	117,005
Torrance	CA	137,946
Visalia	CA	91,565
Walnut Creek	CA	64,296
Yuba City	CA	36,758
Arvada	CO	102,153
Boulder	CO	94,673
Boulder County	CO	291,288
Colorado Springs	CO	360,890
Denver	CO	544,913
Douglas County	CO	175,766
Englewood	CO	31,727
Greeley	CO	76,930
Lafayette	CO	23,197
Lakewood	CO	144,126
Littleton	CO	40,340
Louisville	CO	18,937
Loveland	CO	50,608
Northglenn	CO	31,575
Parker	CO	23,558

Place	State	2000 Pop
Thornton	CO	82,384
Westminster	CO	100,940
Hartford	CT	121,578
Manchester	CT	54,740
New London	CT	25,671
Vernon	CT	28,063
West Hartford	CT	63,589
Wethersfield	CT	26,271
Newark	DE	28,547
Altamonte Springs	FL	41,200
Boca Raton	FL	74,764
Bradenton	FL	19,504
Broward County	FL	1,623,018
Cape Coral	FL	102,286
Collier County	FL	251,377
Cooper Town	FL	27,939
Coral Springs	FL	117,549
Dade County	FL	2,253,362
Deerfield Beach	FL	64,583
Delray Beach	FL	60,020
Fort Lauderdale	FL	152,397
Jacksonville	FL	735,617
Kissimmee	FL	47,814
Lee County	FL	454,918
Orange County	FL	896,344
Orlando	FL	185,951
Palm Beach County	FL	1,131,184
Palm Coast	FL	32,732
Pinellas Park	FL	45,658
Port Orange	FL	45,823
Port St. Lucie	FL	88,769
St. Petersburg	FL	248,232
Tallahassee	FL	150,624
Atlanta	GA	416,474
Columbus	GA	186,291
Douglas County	GA	92,174
Macon	GA	97,255
Milledgeville	GA	18,757
Savannah	GA	131,510
Ames	IA	50,731
Cedar Rapids	IA	120,758
Fort Dodge	IA	25,136

Place	State	2000 Pop
Fort Madison	IA	10,715
Lewiston	ID	30,904
Twin Falls	ID	34,469
Addison	IL	35,914
Bloomington	IL	64,808
Decatur	IL	81,860
Downers Grove	IL	48,724
Elmhurst	IL	42,762
Highland Park	IL	31,365
Homewood	IL	19,543
Park Ridge	IL	37,775
Peoria	IL	112,936
St. Charles	IL	27,896
Streamwood	IL	36,407
Urbana	IL	36,395
Wilmette	IL	27,651
Fort Wayne	IN	205,727
Gary	IN	102,746
Marion County	IN	31,320
Lawrence	KS	80,098
Overland Park	KS	149,080
Shawnee	KS	47,996
Wichita	KS	344,284
Ashland	KY	21,981
Bowling Green	KY	49,296
Lexington	KY	260,512
Boston	MA	589,141
Brookline	MA	57,107
Worcester	MA	172,648
Greenbelt	MD	21,456
Ann Arbor	MI	114,024
Battle Creek	MI	53,364
Detroit	MI	951,270
East Lansing	MI	46,525
Grand Rapids	MI	197,800
Kentwood	MI	45,255
Muskegon	MI	40,105
Novi	MI	47,386
Port Huron	MI	32,338
Rochester Hills	MI	68,825
Blaine	MN	44,942
Dakota County	MN	329

Place	State	2000 Pop
Duluth	MN	86,918
Eagan	MN	63,557
Mankato	MN	32,427
Minnetonka	MN	51,301
Plymouth	MN	65,894
Richfield	MN	34,439
Roseville	MN	33,690
Scott County	MN	89,498
St. Paul	MN	287,151
Ballwin	MO	31,283
Kansas Town	MO	441,545
Kirkwood	MO	27,324
Saint Joseph	MO	73,990
Saint Peters	MO	51,381
Springfield	MO	151,580
Biloxi	MS	50,644
Pascagoula	MS	26,200
Great Falls	MT	56,690
Yellowstone County	MT	129,352
Cary	NC	94,536
Charlotte	NC	540,828
Greensboro	NC	223,891
Hickory	NC	37,222
Rocky Mount	NC	55,893
Wilson	NC	44,405
Fargo	ND	90,599
Grand Forks	ND	49,321
Merrimack	NH	25,119
Salem	NH	28,112
Hackensack	NJ	42,677
Medford	NJ	22,253
Rio Rancho	NM	51,765
Reno	NV	180,480
Washoe County	NV	339,486
Genesee County	NY	60,370
Ontario County	NY	100,224
Rye	NY	14,955
Rochester	NY	219,773
Akron	OH	217,074
Cincinnati	OH	331,285
Columbus	OH	711,470
Dayton	OH	166,179

Place	State	2000 Pop
Fairborn	OH	32,052
Huber Heights	OH	38,212
Kettering	OH	57,502
Sandusky	OH	27,844
Shaker Heights	OH	29,405
Springfield	OH	65,358
Westerville	OH	35,318
Oklahoma Town	OK	506,132
Albany	OR	40,852
Corvallis	OR	49,322
Eugene	OR	137,893
Gresham	OR	90,205
Jackson County	OR	181,269
Lake Oswego	OR	35,278
Multnomah County	OR	660,486
Portland	OR	529,121
Springfield	OR	52,864
Tigard	OR	41,223
Lower Merion	PA	59,850
Manheim	PA	4,784
Philadelphia	PA	1,517,550
State College	PA	38,420
Newport	RI	26,475
Columbia	SC	116,278
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Rock Hill	SC	49,765
York County	SC	164,614
Aberdeen	SD	24,658
Franklin	TN	41,842
Knoxville	TN	173,890
Memphis	TN	650,100
Oak Ridge	TN	27,387
Austin	TX	656,562
Bedford	TX	47,152
Carrollton	TX	109,576
College Station	TX	67,890
Dallas	TX	1,188,580
De Soto	TX	37,646
Denton	TX	80,537
Fort Worth	TX	534,694
Garland	TX	215,768

Place	State	2000 Pop
Grand Prairie	TX	127,427
Irving	TX	191,615
Lewisville	TX	77,737
Lubbock	TX	199,564
Lufkin	TX	32,709
McKinney	TX	54,369
Missouri Town	TX	52,913
Mount Pleasant	TX	13,935
Nacogdoches	TX	29,914
Pasadena	TX	141,674
Plano	TX	222,030
Round Rock	TX	61,136
Sugar Land	TX	63,328
Temple	TX	54,514
Victoria	TX	60,603
Bountiful	UT	41,301
Ogden	UT	77,226
West Valley Town	UT	108,896
Chesapeake	VA	199,184
Hampton	VA	146,437
Norfolk	VA	234,403
Prince William County	VA	280,813
Richmond	VA	197,790
Stafford County	VA	92,446
Virginia Beach	VA	425,257
Bellevue	WA	109,569
Lynnwood	WA	33,847
Marysville	WA	12,268
Olympia	WA	42,514
Redmond	WA	45,256
Renton	WA	50,052
Richland	WA	38,708
Seattle	WA	563,374
University Place	WA	29,933
Vancouver	WA	143,560
Walla Walla	WA	29,686
Appleton (Fox Cities)	WI	70,087
Eau Claire	WI	61,704
Janesville	WI	59,498
Kenosha	WI	90,352
Madison	WI	208,054
Wausau	WI	38,426

Place	State	2000 Pop
Winnebago County	WI	156,763
Morgantown	WV	26,809
Laramie	WY	27,204

APPENDIX II: LIST OF JURISDICTIONS INCLUDED IN CUSTOM NORMATIVE COMPARISONS

Place	State	2000 Pop
Menlo Park	CA	30,785
Lewiston	ID	30,904
Ballwin	MO	31,283
Marion County	IN	31,320
Highland Park	IL	31,365
Northglenn	CO	31,575
Englewood	CO	31,727
Fairborn	OH	32,052
Port Huron	MI	32,338
Mankato	MN	32,427
Lufkin	TX	32,709
Roseville	MN	33,690
Claremont	CA	33,998
Richfield	MN	34,439
Twin Falls	ID	34,469
Lake Oswego	OR	35,278
Westerville	OH	35,318
Addison Village	IL	35,914
Urbana	IL	36,395
Streamwood	IL	36,407
Yuba Town	CA	36,758
Hickory	NC	37,222
DeSoto	TX	37,646
Park Ridge	IL	37,775
Huber Heights	OH	38,212
State College	PA	38,420
Wausau	WI	38,426
Richland	WA	38,708
Blacksburg	VA	39,573
Muskegon	MI	40,105
Littleton	CO	40,340
Albany	OR	40,852
Lompoc	CA	41,103
Altamonte Springs	FL	41,200
Tigard	OR	41,223
Bountiful	UT	41,301

Place	State	2000 Pop
Gilroy	CA	41,464
Franklin	TN	41,842
Olympia	WA	42,514
Hackensack	NJ	42,677
Elmhurst	IL	42,762
Wilson	NC	44,405
Highland	CA	44,605
Blaine	MN	44,942
Kentwood	MI	45,255
Redmond	WA	45,256
Pinellas Park	FL	45,658
Port Orange	FL	45,823
Cypress	CA	46,229
East Lansing	MI	46,525
Bedford	TX	47,152
Novi	MI	47,386
Novato	CA	47,630
Kissimmee	FL	47,814
Shawnee	KS	47,996
Poway	CA	48,044
Downers Grove	IL	48,724
Bowling Green	KY	49,296
Grand Forks	ND	49,321
Corvallis	OR	49,322
Rock Hill	SC	49,765
Renton	WA	50,052
Loveland	CO	50,608
Biloxi	MS	50,644
Ames	IA	50,731
Minnetonka	MN	51,301
Saint Peters	MO	51,381
Rio Rancho	NM	51,765
Springfield	OR	52,864
Arcadia	CA	53,054
Battle Creek	MI	53,364
Rosemead	CA	53,505
McKinney	TX	54,369
Temple	TX	54,514
Manchester	CT	54,740
Rocky Mount	NC	55,893
San Rafael	CA	56,063
Great Falls	MT	56,690

Place	State	2000 Pop
Brookline(u)	MA	57,107
Kettering	OH	57,502
Temecula	CA	57,716
Encinitas	CA	58,014
Janesville	WI	59,498
Lower Merion Township	PA	59,850
Delray Beach	FL	60,020
Genessee County	NY	60,370
Victoria	TX	60,603
Round Rock	TX	61,136
Eau Claire	WI	61,704
Sugar Land	TX	63,328
Eagan	MN	63,557
West Hartford(u)	CT	63,589
Pleasanton	CA	63,654
Walnut Creek	CA	64,296
Deerfield Beach	FL	64,583
Bloomington	IL	64,808
Springfield	OH	65,358
Springfield	OH	65,358
Plymouth, MN	MN	65,894
College Station	TX	67,890
Rochester Hills,	MI	68,825
Appleton (Fox Cities)	WI	70,087
Mountain View	CA	70,708
Saint Joseph	MO	73,990
Boca Raton	FL	74,764

APPENDIX III: FREQUENTLY ASKED QUESTIONS ABOUT THE CITIZEN SURVEY DATABASE

Q: What is in the citizen survey database?

A: National Research Center's database includes the results from citizen surveys conducted in over 300 jurisdictions in the United States. These are public opinion polls answered by more than 250,000 residents around the country. We have recorded, analyzed and stored responses to over 6,000 survey questions dealing with resident perceptions about the quality of community life and public trust and residents' report of their use of public facilities. Respondents to these surveys are intended to represent over 40 million Americans.

Q: What kinds of questions are included?

A: Residents' ratings of the quality of virtually every kind of local government service are included – from police, fire and trash haul to animal control, planning and cemeteries. Many dimensions of quality of life are included such as feeling of safety and opportunities for dining, recreation and shopping as well as ratings of the overall quality of community life and community as a place to raise children and retire.

Q: What is so unique about National Research Center's Citizen Survey database?

A: It is the only database of its size that contains the people's perceptions about government service delivery and quality of life. For example, others use government statistics about crime to deduce the quality of police services or speed of pot hole repair to draw conclusions about the quality of street maintenance. Only National Research Center's database adds the opinion of service recipients themselves to the service quality equation. We believe that conclusions about service or community quality are made prematurely if opinions of the community's residents themselves are missing.

Q: What is the database used for?

A: Benchmarking. Our clients use the comparative information in the database to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We don't know what is small or tall without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. So many surveys of service satisfaction turn up at least "good" citizen evaluations that we need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. We need to ask more important and harder questions. We need to know how our residents' ratings of fire service compare to opinions about fire service in other communities.

Q: So what if we find that our public opinions are better or – for that matter – worse than opinions in other communities? What does it mean?

A: A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if its clients believe services are not very good compared to ratings received by objectively “worse” departments.

National Research Center’s database can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data from National Research Center’s database, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data to help managers know how to respond to comparative results.

Q: Aren’t comparisons of questions from different surveys like comparing apples and oranges?

A: It is true that you can’t simply take a given result from one survey and compare it to the result from a different survey. National Research Center, Inc. principals have pioneered and reported their methods for converting all survey responses to the same scale. Because scales responses will differ among types of survey questions, National Research Center, Inc. statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale and the survey methods. All results are then converted to the PTM (percent to maximum) scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). We then can provide a norm that not only controls for question differences, but also controls for differences in types of survey methods. This way we put all questions on the same scale and a norm can be offered for communities of given sizes or in various regions.

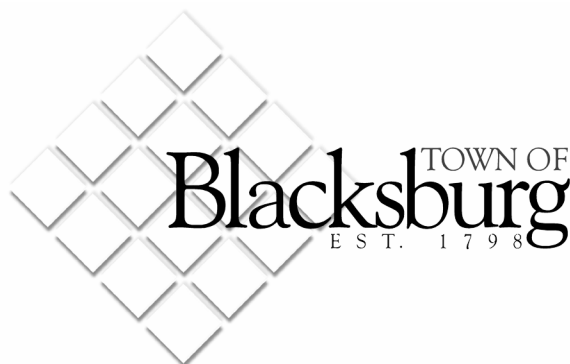
Q: How can managers trust the comparability of results?

A: Principals of National Research Center, Inc. have submitted their work to peer reviewed scholarly journals where its publication fully describes the rigor of our methods and the quality of our findings. We have published articles in *Public Administration Review*, *Journal of Policy Analysis and Management* and *Governing*, and we wrote a book, *Citizen Surveys: How to do them, how to use them, what they mean*, that describes in detail how survey responses can be adjusted to provide fair comparisons for ratings among many jurisdictions. Our work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The National
CITIZEN SURVEY™

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**Report of Demographic
Subgroup Comparisons for the
Town of Blacksburg, VA**



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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and The International City and County Management Association (ICMA).

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The Town of Blacksburg staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. Town of Blacksburg staff also determined local

interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Blacksburg chose was to have crosstabulations of evaluative questions 1-15 by demographic variables: housing unit type, tenure, annual household income and age.

UNDERSTANDING THE RESULTS

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix I of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

There were two exceptions to the removal of “don’t know” responses. For items related to crime victimization and crime reporting, “don’t know” responses were not removed. In addition, the “don’t know” responses were not removed from the policy questions.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

Understanding the Tables

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.

Anova and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

COMPARISONS

Figure 1a: Quality of Life Ratings								
	Which best describes the building you live in?					Is this house, apartment, or mobile home...		
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house	
Blacksburg as a place to live	80	72	72	80	85	72		79
Neighborhood as a place to live	77	63	60	80	59	62		77
Blacksburg as a place to raise children	80	71	66	73	96	68		79
Blacksburg as a place to retire	68	59	59	73	90	58		70
Overall quality of life in Blacksburg	75	71	70	73	85	70		75
Average Rating on a 100-point Scale (0=poor, 100=excellent)								

Figure 1b: Quality of Life Ratings											
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Blacksburg as a place to live	72	75	79	81	70	76	79	80	79	82	79
Neighborhood as a place to live	61	65	72	80	58	67	75	81	76	80	80
Blacksburg as a place to raise children	64	74	78	86	63	76	81	81	78	84	78
Blacksburg as a place to retire	56	62	69	72	55	63	70	69	68	78	81
Overall quality of life in Blacksburg	68	74	74	74	69	72	76	76	75	77	78
Average Rating on a 100-point Scale (0=poor, 100=excellent)											

Figure 2a: Characteristics of the Community								
	Which best describes the building you live in?						Is this house, apartment, or mobile home...	
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house	
Openness and acceptance	68	66	64	80	49	64	69	
Overall appearance of Blacksburg	66	68	71	73	67	70	67	
Opportunities to attend cultural activities	65	65	58	67	100	60	65	
Shopping opportunities	28	36	31	73	60	32	30	
Recreational opportunities	61	61	59	54	67	60	61	
Job opportunities	34	33	30	60	37	30	35	
Access to affordable quality housing	37	48	53	67	60	51	38	
Ease of bus travel	72	76	79	60	93	78	73	
Ease of bicycle travel	61	66	69	67	67	68	60	
Ease of walking in Blacksburg	68	72	75	80	86	75	66	
Average Rating on a 100-point Scale (0=poor, 100=excellent)								

Figure 2b: Characteristics of the Community											
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Openness and acceptance	63	66	68	74	63	66	69	72	73	71	67
Overall appearance of Blacksburg	71	68	68	66	71	68	67	70	63	68	67
Opportunities to attend cultural activities	61	62	64	63	66	55	64	64	65	69	77
Shopping opportunities	31	32	30	30	31	31	30	34	25	25	40
Recreational opportunities	59	59	62	63	61	59	59	64	58	60	66
Job opportunities	29	32	35	35	32	29	32	38	34	38	49
Access to affordable quality housing	52	48	37	42	56	46	35	34	30	39	40
Ease of bus travel	78	76	73	78	81	75	77	71	63	69	65
Ease of bicycle travel	67	65	64	63	72	63	60	59	53	66	67
Ease of walking in Blacksburg	74	73	67	72	78	70	67	64	61	68	70
Average Rating on a 100-point Scale (0=poor, 100=excellent)											

Figure 3a: Ratings of Growth						
	Which best describes the building you live in?				Is this house, apartment, or mobile home...	
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment? owned by you or someone in this house
Population growth	39%	50%	60%	80%	100%	58% 39%
Retail growth (stores, restaurants etc.)	33%	26%	44%	60%	100%	41% 32%
Jobs growth	26%	20%	19%	0%	.	18% 27%
<i>Proportion of Respondents Rating as "About Right"</i>						

Figure 3b: Ratings of Growth										
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?					
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years or older
Population growth	58%	49%	38%	59%	63%	43%	42%	46%	36%	44%
Retail growth (stores, restaurants etc.)	38%	38%	40%	31%	38%	42%	40%	29%	29%	25%
Jobs growth	18%	20%	30%	24%	17%	23%	34%	24%	23%	36%
<i>Proportion of Respondents Rating as "About Right"</i>										

Figure 4a: Ratings of Potential Problems in Blacksburg							
	Which best describes the building you live in?					Is this house, apartment, or mobile home...	
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house
Crime	71	71	74	93	70	74	70
Too much growth	55	69	75	83	96	72	57
Lack of growth	82	77	75	100	100	78	79
Graffiti	80	87	86	92	100	86	80
Noise	68	65	68	80	87	68	67
Run down buildings, weed lots, or junk vehicles	70	76	75	80	46	75	70
Traffic congestion	50	47	54	53	51	53	50
Unsupervised youth	74	76	77	80	96	79	70
Average Rating on a 100-point Scale (0=major problem, 100=not a problem)							

Figure 4b: Ratings of Potential Problems in Blacksburg												
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?							
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older	
Crime	71	73	71	80	73	76	74	70	64	62	60	
Too much growth	74	64	58	68	77	66	57	54	51	55	44	
Lack of growth	78	78	83	68	75	79	80	83	74	85	80	
Graffiti	87	81	83	84	86	85	80	82	78	77	73	
Noise	66	64	74	77	65	71	67	68	61	68	68	
Run down buildings, weed lots, or junk vehicles	74	75	71	72	75	76	70	69	66	64	58	
Traffic congestion	54	48	52	57	49	56	53	51	43	53	46	
Unsupervised youth	76	75	78	80	79	77	71	69	69	68	61	
Average Rating on a 100-point Scale (0=major problem, 100=not a problem)												

Figure 5a: Ratings of Safety from Various Problems							
	Which best describes the building you live in?					Is this house, apartment, or mobile home...	
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house
Violent crime	86	85	84	70	70	85	84
Property crimes	78	70	74	80	55	74	75
Fire	79	82	76	65	69	78	77
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)							

Figure 5b: Ratings of Safety from Various Problems											
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Violent crime	82	86	87	90	85	86	86	87	80	82	78
Property crimes	71	76	76	81	73	75	78	78	73	77	74
Fire	77	76	80	85	81	73	82	82	79	86	77
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)											

Figure 6a: Ratings of Feelings of Safety in Various Areas									
	Which best describes the building you live in?					Is this house, apartment, or mobile home...			
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house		
In your neighborhood during the day	97	96	96	100	57	96		96	96
In your neighborhood after dark	87	85	82	100	55			83	85
In Blacksburg's downtown area during the day	94	96	96	95	97			96	93
In Blacksburg's downtown area after dark	77	80	78	80	92			80	75
In Blacksburg's parks during the day	93	95	94	95	100			94	92
In Blacksburg's parks after dark	67	66	71	80	75			72	62
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)									

Figure 6b: Ratings of Feelings of Safety in Various Areas											
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
In your neighborhood during the day	96	96	97	98	97	96	96	97	95	96	92
In your neighborhood after dark	82	83	87	91	83	85	83	88	84	85	83
In Blacksburg's downtown area during the day	95	95	95	98	97	95	95	95	91	93	89
In Blacksburg's downtown area after dark	78	77	79	84	80	78	78	77	72	76	62
In Blacksburg's parks during the day	94	93	94	96	96	93	94	94	91	94	81
In Blacksburg's parks after dark	71	68	66	75	73	69	66	64	57	63	54
Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)											

Figure 7a: Crime Victimization and Reporting						
	Which best describes the building you live in?					Is this house, apartment, or mobile home...
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment? owned by you or someone in this house
During the past twelve months, were you or anyone in your household the victim of any crime?	7%	27%	13%	0%	51%	16% 8%
If yes, was this crime (these crimes) reported to the police?	87%	72%	67%	.	100%	68% 88%
Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime						

Figure 7b: Crime Victimization and Reporting										
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?					
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years or older
During the past twelve months, were you or anyone in your household the victim of any crime?	19%	13%	7%		20%	10%	11%	7%	3%	4%
If yes, was this crime (these crimes) reported to the police?	67%	75%	90%	100%	72%	70%	93%	67%	86%	100%
Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime										

Figure 8a: Use of Community Amenities

	Which best describes the building you live in?					Is this house, apartment, or mobile home...	
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house
Used Blacksburg recreation centers	74%	62%	50%	100%	7%	52%	77%
Participated in a recreation program or activity	62%	52%	38%	40%	62%	41%	63%
Visited a Blacksburg park	90%	92%	84%	100%	69%	86%	87%
Ridden a local bus within Blacksburg	40%	67%	78%	20%	55%	76%	38%
Attended a meeting of local elected officials or other local public meeting	29%	15%	11%	20%	7%	10%	33%
Watched a meeting of local elected officials or other local public meeting on cable television	44%	30%	25%	20%	49%	23%	50%
Recycled used paper, cans or bottles from your home	91%	85%	62%	100%	100%	69%	88%
Volunteered your time to some group/activity in Blacksburg	62%	51%	43%	0%	0%	44%	64%
Read Town of Blacksburg Newsletter	85%	68%	75%	20%	64%	74%	84%
Used the Internet for anything	92%	98%	98%	80%	55%	98%	91%
Used the Internet to conduct business with Blacksburg	44%	53%	40%	80%	0%	44%	42%
Purchased an item over the Internet	82%	91%	89%	80%	0%	90%	79%
<i>Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months</i>							

Figure 8b: Use of Community Amenities

	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Used Blacksburg recreation centers	53%	57%	72%	73%	57%	55%	78%	76%	69%	64%	56%
Participated in a recreation program or activity	42%	43%	62%	72%	44%	42%	76%	63%	57%	52%	60%
Visited a Blacksburg park	81%	92%	90%	90%	88%	88%	95%	86%	77%	75%	72%
Ridden a local bus within Blacksburg	82%	64%	41%	31%	87%	60%	37%	37%	19%	17%	17%
Attended a meeting of local elected officials or other local public meeting	9%	19%	31%	31%	13%	11%	29%	39%	43%	44%	27%
Watched a meeting of local elected officials or other local public meeting on cable television	23%	32%	47%	50%	24%	28%	36%	51%	56%	72%	75%
Recycled used paper, cans or bottles from your home	69%	72%	85%	88%	67%	73%	86%	93%	87%	92%	85%
Volunteered your time to some group/activity in Blacksburg	47%	44%	67%	59%	52%	41%	58%	68%	62%	60%	59%
Read Town of Blacksburg Newsletter	72%	78%	83%	87%	68%	81%	89%	88%	86%	87%	88%
Used the Internet for anything	97%	95%	94%	97%	99%	99%	96%	90%	89%	72%	39%
Used the Internet to conduct business with Blacksburg	47%	40%	46%	44%	48%	46%	35%	39%	29%	11%	6%
Purchased an item over the Internet	87%	88%	86%	86%	91%	94%	84%	75%	70%	49%	25%
Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months											

Report of Demographic Subgroup Comparisons

Figure 9a: Quality of Service Ratings								
	Which best describes the building you live in?						Is this house, apartment, or mobile home...	
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other		rented for cash or occupied without cash payment?	owned by you or someone in this house
Police services	72	68	70	67	91		69	73
Fire services	79	82	77	67	95		79	78
Ambulance/emergency medical services	79	80	75	73	94		77	77
Crime prevention	71	69	68	75	70		68	70
Fire prevention and education	72	73	65	67	83		67	71
Traffic enforcement	56	53	62	60	67		59	58
Garbage collection	63	62	70	75	79		67	65
Recycling	59	54	50	75	70		51	60
Street repair	49	43	47	54	56		45	50
Street cleaning	55	52	56	47	67		55	54
Street lighting	52	45	56	53	67		54	50
Snow removal	65	51	59	67	67		58	65
Sidewalk maintenance	54	52	59	67	63		57	54
Traffic signal timing	47	50	50	47	67		49	47
Amount of public parking	23	26	27	47	30		27	25
Bus/transit services	76	82	83	67	96		82	77
Drinking water	69	67	64	60	69		64	70
Sewer services	72	72	73	73	67		71	73
Town parks	73	71	72	73	63		72	72
Recreation programs or classes	70	69	67	67	36		66	71
Recreation centers/facilities	70	67	67	67	67		67	70
Appearance/maintenance of parks	74	73	71	73	67		72	73

Report of Demographic Subgroup Comparisons

Figure 9a: Quality of Service Ratings							
	Which best describes the building you live in?					Is this house, apartment, or mobile home...	
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house
Appearance of recreation centers/facilities	72	73	69	67	94	70	71
Land use, planning and zoning	43	47	54	67	33	51	45
Code enforcement (weeds, abandoned buildings, etc)	53	55	61	60	30	58	54
Economic development	45	47	49	60	67	48	45
Services to seniors	68	60	63	67	78	64	66
Services to youth	58	62	61	60	67	59	61
Public information services	59	58	59	60	64	58	60
Cable television	43	41	50	60	62	47	46
Average Rating on a 100-Point Scale (0=poor, 100=excellent)							

Figure 9b: Quality of Service Ratings											
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Police services	69	70	75	74	68	72	74	75	76	81	76
Fire services	78	78	81	80	79	76	82	81	80	86	79
Ambulance/emergency medical services	77	78	78	78	77	75	81	78	78	85	83
Crime prevention	66	69	72	75	68	70	71	72	71	72	68
Fire prevention and education	67	69	73	71	68	66	73	75	72	75	69
Traffic enforcement	58	59	57	64	57	61	57	60	57	63	60

Report of Demographic Subgroup Comparisons

Figure 9b: Quality of Service Ratings											
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Garbage collection	70	65	62	64	68	66	65	62	58	69	76
Recycling	53	54	54	57	53	50	57	63	59	63	68
Street repair	45	47	49	53	45	46	51	55	50	53	55
Street cleaning	54	57	56	56	54	57	56	58	51	55	60
Street lighting	52	54	53	56	54	51	56	54	51	54	55
Snow removal	56	61	64	69	54	61	69	70	64	71	71
Sidewalk maintenance	54	60	55	54	57	56	61	59	48	52	55
Traffic signal timing	49	46	51	52	49	48	49	49	49	49	59
Amount of public parking	26	28	24	27	23	30	28	27	18	26	22
Bus/transit services	82	82	76	78	85	80	77	73	65	73	67
Drinking water	61	72	68	75	67	64	69	71	66	71	75
Sewer services	71	74	71	74	74	70	69	73	73	75	78
Town parks	71	72	72	77	73	70	75	73	72	73	67
Recreation programs or classes	67	68	69	74	70	65	67	75	70	70	74
Recreation centers/facilities	68	68	69	75	69	65	69	74	70	70	80
Appearance/maintenance of parks	73	72	74	75	73	71	75	75	73	71	74
Appearance of recreation centers/facilities	69	72	71	73	70	70	73	74	70	70	74
Land use, planning and zoning	52	49	45	48	53	47	45	46	41	52	44
Code enforcement (weeds, abandoned buildings, etc)	59	57	53	56	61	56	52	55	50	47	43
Economic development	48	46	46	45	50	45	45	46	42	48	59
Services to seniors	64	61	68	75	63	64	70	66	65	67	68

Figure 9b: Quality of Service Ratings

	How much do you anticipate your household's total income before taxes will be for the current year?						In which category is your age?				
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Services to youth	60	60	59	62	61	58	61	61	56	68	67
Public information services	58	58	59	63	58	58	62	62	59	63	63
Cable television	47	45	44	50	51	42	44	42	42	46	50
Average Rating on a 100-Point Scale (0=poor, 100=excellent)											

Figure 10a: Ratings of Various Levels of Government

	Which best describes the building you live in?					Is this house, apartment, or mobile home...	
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house
Overall, how would you rate the quality of the services provided by the Town of Blacksburg?	69	69	70	80	67	70	69
Overall, how would you rate the quality of the services provided by the Federal Government?	51	59	54	67	67	55	52
Overall, how would you rate the quality of the services provided by the State Government?	45	51	52	60	78	51	46
Average Rating on a 100-point Scale (0=poor, 100=excellent)							

Figure 10b: Ratings of Various Levels of Government											
	How much do you anticipate your household's total income before taxes will be for the current year?					In which category is your age?					
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years or older
Overall, how would you rate the quality of the services provided by the Town of Blacksburg?	69	71	70	71		70	69	67	70	66	73
Overall, how would you rate the quality of the services provided by the Federal Government?	54	55	51	56		55	54	51	51	46	51
Overall, how would you rate the quality of the services provided by the State Government?	50	51	48	51		51	51	48	43	39	49
Average Rating on a 100-point Scale (0=poor, 100=excellent)											

Figure 11a: Proportion of Population Having Contact with Town Employees							Is this house, apartment, or mobile home...	
	Which best describes the building you live in?							
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other		rented for cash or occupied without cash payment?	owned by you or someone in this house
Have you had any in-person or phone contact with an employee of the Town of Blacksburg within the last 12 months?	75%	65%	48%	20%	55%		53%	74%
Percent of Respondents Who Reported Contact with a Town Employee in the Last 12 Months								

Figure 11b: Proportion of Population Having Contact with Town Employees												
		How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
		less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Have you had any in-person or phone contact with an employee of the Town of Blacksburg within the last 12 months?		51%	64%	66%	73%	51%	61%	71%	73%	72%	66%	55%
Percent of Respondents Who Reported Contact with a Town Employee in the Last 12 Months												

Figure 12a: Ratings of Contact with Town Employees									
	Which best describes the building you live in?						Is this house, apartment, or mobile home...		
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other		rented for cash or occupied without cash payment?	owned by you or someone in this house	
	75	72	72	100	67		73	73	73
Knowledge	75	73	69	100	67		71	71	72
Responsiveness	79	70	68	100	67		70	70	77
Courtesy									
Overall Impression	75	66	68	100	67		69		73
Average Rating on a 100-point Scale (0=poor, 100=excellent)									

Figure 12b: Ratings of Contact with Town Employees											
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Knowledge	76	68	78	70	74	70	77	78	75	74	75
Responsiveness	72	70	76	69	72	69	77	75	75	74	74
Courtesy	71	71	81	74	71	70	82	77	80	83	85
Overall Impression	70	69	76	68	69	69	77	74	76	75	72
Average Rating on a 100-point Scale (0=poor, 100=excellent)											

Figure 13a: Ratings of Public Trust							
	Which best describes the building you live in?					Is this house, apartment, or mobile home...	
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house
I receive good value for the Town of Blacksburg taxes I pay	71	75	69	81	80	69	72
I am pleased with the overall direction that the Town of Blacksburg is taking	64	70	69	80	59	68	65
The Town of Blacksburg government welcomes citizen involvement	67	66	71	75	78	69	68
The Town of Blacksburg government listens to citizens	61	63	63	81	75	63	62
Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)							

Figure 13b: Ratings of Public Trust											
	How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
	less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
I receive good value for the Town of Blacksburg taxes I pay	70	70	71	76	69	73	69	70	65	74	79
I am pleased with the overall direction that the Town of Blacksburg is taking	67	68	67	66	68	69	64	62	57	68	74
The Town of Blacksburg government welcomes citizen involvement	69	69	68	69	70	68	68	68	63	70	78
The Town of Blacksburg government listens to citizens	62	64	61	64	64	62	63	60	55	66	63
Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)											

Figure 14a: Perceptions of Economy								
	Which best describes the building you live in?					Is this house, apartment, or mobile home...		
	one family house detached from any other houses	one family house attached to one or more houses	building with two or more apartments or condominiums	mobile home	other	rented for cash or occupied without cash payment?	owned by you or someone in this house	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	very positive	4%	0%	2%	20%	0%	3%	3%
	somewhat positive	10%	11%	16%	20%	0%	14%	13%
	neutral	46%	57%	52%	60%	100%	52%	48%
	somewhat negative	34%	29%	26%	0%	0%	28%	32%
	very negative	5%	2%	3%	0%	0%	4%	4%
Total		100%	100%	100%	100%	100%	100%	100%

Figure 14b: Perceptions of Economy												
		How much do you anticipate your household's total income before taxes will be for the current year?				In which category is your age?						
		less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	very positive	1%	4%	3%	5%	1%	5%	2%	2%	1%	2%	4%
	somewhat positive	15%	11%	13%	18%	15%	13%	12%	12%	8%	10%	15%
	neutral	49%	52%	56%	41%	53%	53%	49%	40%	40%	55%	45%
	somewhat negative	30%	29%	26%	35%	27%	26%	34%	42%	47%	27%	31%
	very negative	5%	3%	3%	2%	4%	3%	4%	4%	5%	6%	4%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%